

**PROFILE OF NEW
JERSEY INTERNET USE**

Conducted for:
Center for Government Services
Rutgers The State University of New Jersey

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**Eagleton Institute of Politics
Center for Public Interest Polling**

Data Collection:
August 2000
00-26

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TABLE OF CONTENTS

| | |
|--|-----------|
| EXECUTIVE SUMMARY | i |
| INTRODUCTION | 1 |
| CHAPTER 1: NEW JERSEY AND THE INTERNET | 1 |
| A. Introduction..... | 3 |
| B. Internet Use Among New Jerseyans | 3 |
| C. Computer and Internet Access Among New Jerseyans | 4 |
| D. Future Access..... | 8 |
| E. Current Internet Use..... | 9 |
| CHAPTER 2: NEW JERSEYANS CONTACTS WITH STATE GOVERNMENT AGENCIES | 25 |
| A. Introduction..... | 25 |
| B. Unaided Recall of Contacts with State Government | 25 |
| C. Aided Recall of Contacts with State Government..... | 25 |
| CHAPTER 3: CONTACTS WITH NEW JERSEY STATE GOVERNMENT AND THE INTERNET | 30 |
| A. Introduction | 30 |
| B. Internet Option for State Contacts..... | 30 |
| C. Willingness to Use the Internet Option to Obtain Specific Services | 31 |
| D. Similarities Across Demographic Groups..... | 33 |
| E. State Contracts and Internet Use | 34 |
| CHAPTER 4: INTERNET BENEFITS AND COSTS | 46 |
| A. Introduction | 46 |
| B. Previous Contacts with Government Agencies on the Internet..... | 46 |
| C. Evaluation of Website Features | 46 |
| D. New Jerseyans' Concerns about the Internet | 47 |
| E. Security Policies..... | 49 |
| F. Shared Internet Information | 50 |
| G. Overall Assessment of Internet Use..... | 50 |
| APPENDICES: | |
| A: SURVEY METHODOLOGY..... | 61 |
| B: SURVEY INSTRUMENT | |

Executive Summary

A. Introduction

The Center for Government Services contracted with the Eagleton Institute's Center for Public Interest Polling at Rutgers University to study New Jerseyans' current use of the Internet and possible future use of it for state government services. This report uses data from telephone interviews with 805 New Jerseyans conducted between August 22 and 29, 2000, with a margin of error estimated at +/- 3.5 percent. This Executive Summary provides an overview of key findings. Readers are encouraged to read the complete report for additional details.

B. New Jersey and the Internet

Internet use among New Jerseyans. Most residents have some experience with the Internet. Seventy-three percent have used it in the past ("current users"), 12 percent either plan to use it in the next year (10%) or more than a year from now (2%) ("future users"), and 15% are "non-users" who never plan to use it. Current users are more common among better educated, younger, and more affluent New Jerseyans, men, and those living outside major urban centers.

Computer and Internet Access. Most New Jerseyans have access to the Internet. Eighty-seven percent of New Jerseyans have access to a computer at one or more sites and 80 percent have access to the Internet at one or more sites. Computer access and Internet access are most common at home (69% and 62%, respectively), followed by the library (59% and 49%, respectively), work (54% and 46%, respectively), school (30% for both), and community centers (14% and 13%, respectively). Access is common across all social and economic subgroups, but is more common among better educated, more affluent, younger residents, those living outside of major urban centers, and, to a lesser extent, whites.

Future Access. Thirty-two percent without access to a computer at home intend to purchase one in the next year (and a total of 40% plan to purchase some time in the future) and about 2 out of 5 with home computer access but lacking home Internet access plan to get Internet access in the future (39% in the next year and 5% further in the future). Demographic differences in purchase plans may narrow racial differences in access and differences in access among major urban centers and other types of communities. However, it may have less impact on age, education and income differences in access.

Current Internet Use. Internet users are most likely to use the Internet for obtaining information (90%), followed in a tie for second place by sending and receiving e-mail and doing research (80%), obtaining services (56%), and shopping (50%). Better educated, more affluent, younger, and (to a lesser extent) white Internet users engage in more of these activities. Demographic differences are consistently smaller among those using the Web to obtain information and are consistently greater for those shopping online.

C. New Jerseyans' Contacts with State Government Agencies

Unaided Recall of Contacts with State Government. When asked if they had had any type of contact with New Jersey state government in the past year, 22 percent recall contacts. These contacts were most often through the mail (53%) or in-person (52%), followed by phone calls

(35%), and with e-mail and fax tied for last place (13%).

Aided Recall of Contacts with State Government. When probed about contacts to obtain 11 specific services, the proportion recalling contacts with the state in the past year increases from 22 percent to 83 percent. Contacts for motor vehicles services (63%) and for filing state income taxes (58%) are the most frequently mentioned, followed by contacts for education services (16%), recreational activities (15%), pension/ retirement information (14%), public information about meeting times and locations, exhibits, or the status of pending legislation (12%), unemployment or employment services (10%), business services such as incorporation, sales tax reporting, contracts or permits (10%), legal or social services (8%), housing services (5%), and public assistance (4%). Younger, more affluent, better educated New Jerseyans are more likely to have contacted the state about a higher number (4 or more) of different kinds of issues.

D. Contacts with New Jersey State Government and the Internet

Internet Option for State Contacts. A majority of New Jerseyans (76%) support state government giving residents the option of using the Internet to obtain services. Although majorities of all demographic subgroups support an Internet option, younger, more affluent, and better educated residents are most supportive of it.

Willingness to Use the Internet Option to Obtain Specific Services. Younger, better educated, more affluent, and to a lesser extent male New Jerseyans more often say they would use the Internet to obtain these services; however, New Jerseyans view the Internet as a more appropriate for obtaining some services than others. Internet users are most willing to use the Internet for recreational activities (80%), education services (73%), and public information about government activities such as meeting times and locations. These are the only 3 services out of the list of 11 where a majority of all New Jerseyans choose the Internet as their preferred mode of contact (62%, 53%, and 61%, respectively). Smaller majorities would use the Internet for information about motor vehicle services (62%), unemployment/ employment services (61%), and pension/ retirement information (59%); pluralities, rather than majorities, of New Jerseyans rate the Internet is the preferred mode for contacts about these three services (42%, 45%, and 39%, respectively). Internet users are more divided over using the Internet for filing state income taxes, business services, legal or social services, housing services, and welfare, with narrow majorities of Internet users saying they would *not* use the Internet to obtain these services and with the broader population of New Jerseyans preferring in-person to Internet contact for 4 of these 5 services.

Similarities across groups. Subgroups that differ in their willingness to use the Internet for services, generally rank the same services among the top five or six they would seek online if they were to use the Internet: recreation, education services, public information about government activities, motor vehicles services, unemployment/employment services, and pension information.

State Contacts and Internet Use. Citizens who contacted state government for the highest number of different types of services (4 or more) in the past year are more likely than those who did not contact the state to: have used the Internet (85% vs. 56%); have access to the Internet at one or more sites (94% vs. 59%); be willing to use the Internet for shopping, e-mail, services, obtaining information or doing research (91% vs. 30%); say they would use the Internet to contact state agencies (91% vs. 61%); prefer the Internet over other modes of contact in one or more of the 11 cases (86% vs. 55%); have already contacted a government agency online (45% vs. 9%).

E. Internet Benefits and Costs

Previous Contacts with Government Agencies on the Internet. The 31% of New Jersey Internet users who have used the Internet to obtain government services, information, forms or other types of assistance, rate convenience (87%) and to a lesser extent response time (68%) as major reasons for doing so.

Evaluation of Website Features. Ease of use is the web page characteristic most frequently rated as very important (70%), followed by links to other government sites (50%), a standardized format (44%), and the ability to personalize the site for services and information (34%).

New Jerseyans' Concerns about the Internet. Many New Jerseyans are uncomfortable about the security of personal and financial information provided online. Almost 2 out of 3 who have shopped on the Internet are concerned (38% very concerned and 28% somewhat concerned) about the security of their credit cards. The majority of Internet users are uncomfortable giving personal (22% not very and 55% not at all comfortable) and financial (19% not very and 61% not at all comfortable) information online, and majorities of New Jerseyans are uncomfortable giving the state either personal information (21% not very and 56% not at all comfortable) or financial information (18% not very and 59% not at all comfortable) on the Internet. Giving the state the ability to acquire personal and/or financial information on the Internet elicits more disapproval than approval. Privacy and security concerns are common in all segments of New Jerseyans, but are more common among those who did not attend college, less affluent, older, and female residents.

Demand for state services (measured by the number of contacts made in the past year for different types of state services) has little relationship with comfort providing information over the Internet, but willingness to use the Internet to obtain a high number of state services does seem to be related to comfort. Forty-five percent of those who would prefer obtaining 9 or more services by Internet are comfortable providing personal information online to the state, compared with only 7% of those who prefer the other modes of contact.

Security Policies. State policies guaranteeing the security of information provided online allay the fears of about 1-in-3 of those uncomfortable giving information to the state over the Internet, and they are slightly more comforting to younger, better educated, and female residents.

Shared Internet Information. On the other hand, majorities of New Jerseyans express concern at the thought that information the state receives might be shared within a single state agency, across state agencies, and among the state, local and federal governments.

Overall Assessment of Internet Use. Evaluation of the Internet. A plurality of New Jerseyans sees the Internet as a good thing because it can help get government information (48%), but many others say it is a bad thing because it could intrude on privacy (40%). Younger, better educated, more affluent New Jerseyans, and men are more likely to see the Internet as a good thing.

INTRODUCTION

A. Background and Purpose

The Center for Government Services contracted with the Eagleton Institute's Center for Public Interest Polling at Rutgers University to study New Jerseyans' current use of the Internet and possible future use of it for state government services.

The questionnaire for the study was designed to determine: 1) state residents general utilization of the Internet (how many citizens have already used the Internet, have Internet access at public and private sites, the potential growth in Internet users, the kinds of activities they engage in on the Internet, and the factors that encourage and discourage Internet use); 2) their experience with contacting New Jersey agencies (unaided vs. aided recall of contact in the past year, types of agencies contacted, method used to make contact in the past); and 3) their feelings about using the Internet for future contacts with state agencies (support for this as option, willingness to take advantage of an Internet option, factors that would encourage and discourage Internet use).

B. Research Methodology

This report uses data from telephone interviews with a random probability sample with 805 New Jerseyans 18 years old and older conducted between August 22 and 29, 2000. The margin of sampling error for a sample this size is estimated at +/- 3.5 percent. It should be noted that the sampling error for smaller sub-populations included in the analysis will be greater than for the total. The data used for this report have been statistically weighted to represent the New Jersey population that has been sampled. The Appendix has additional detail about the research methodology.

C. Organization of the Report

This report provides an overview of the key findings from the survey, and is organized into four chapters. Chapter 1 examines New Jerseyans' depth and breadth of general experience with the Internet, their access to the Internet, the potential for increased use of and access to the Internet, and why they choose to use it and what concerns them about it. Chapter 2 profiles residents' contacts with state government agencies in the past year. Chapter 3 describes New Jerseyans preferred ways of contacting the state. Chapter 4 identifies some concerns about the

Internet.

The major findings discussed in this study are displayed in tables that follow the text in each chapter. The title of the table summarizes the topic addressed in the table and is followed by a (Q.) designation. The (Q) designation identifies the specific question(s) used for the information in the table. Interested readers can refer to the questionnaire to review the exact question wording.

D. Acknowledgments

Henry Coleman and Kathleen Cupano at the Center for Government Services provided guidance in the development of the questionnaire. The project team of Janice Ballou, Debra Dodson, Thomas Regan, and Rick Rose conducted the research at Eagleton. The report and the interpretation of the survey findings are the sole responsibility of the Eagleton Institute's Center for Public Interest Polling at Rutgers, the State University of New Jersey.

CHAPTER 1: NEW JERSEY AND THE INTERNET

A. Introduction

This chapter focuses on New Jerseyans' previous experience using the Internet, their access to it and computers, and current uses of it. The patterns among the population as a whole as well as similarities and differences across subgroups are discussed.

B. Internet Use Among New Jerseyans

Almost 3 out of 4 residents (73%) say they have used the Internet (Table 1-1). Although they certainly vary widely in their level of experience, these 73 percent who are "current users" outnumber "future users" -- those who plan to use it in the next year (10%) or more than a year from now (2%) -- and "non-users" (15%) who say they never plan to use it.

Table 1-1 shows current users are more common among better educated, younger, and more affluent New Jerseyans, men, and those living outside major urban centers. However, there are no race or regional differences among current users. It should be noted that small numbers of residents of diverse racial and ethnic groups do not allow for separate analyses and they are combined in the "non-white" category.

Age. The majority of those under 65 are current users, and the majority of those 65 and over are not. Although current users are most common among 18-29s (91%), they are still a majority of those in the 30-49 age group (84%) and the 50-64 age group (67%). Moreover, the gap between the 30-49 and the 50-64 group may narrow in the future since 15 percent of 50-64s compared with only 6 percent of 30-49 year olds say they plan to use the Internet in the future. In contrast, a minority of seniors are current users (22%) and a majority of seniors (56%) say they will never use the Internet.

Education. Majorities of both those who did not go beyond high school and those with at least some college are current Internet users, but current users are more common in the higher than in the lower education group (88% and 54%, respectively). Education differences in use may narrow in the future, for 17 percent of the high school or less group are "future users" with plans to venture onto the Internet in the next year, compared to 4 percent of those who have at least some college.

Income. Current users are less common among those with family incomes of under \$30,000 (45%) than among those whose family incomes are \$30,000-49,999 (79%), \$50,000-69,999 (88%), or \$70,000 or more (90%).

Type of Community. Current users are less common in major urban centers (52%) than in other areas (where they are 70% or more of the population) (Table 1-1). At the same time, the gap between urban centers and the rest of the state may narrow in the future, for 22 percent of residents of urban centers plan to use the Internet in the next year, and this is more than twice as many as in other types of communities.

C. Computer and Internet Access Among New Jerseyans

New Jerseyans were asked if they had access to a computer and to the Internet at home, work, school, library, or a community center. Eighty-seven percent of New Jerseyans have access to a computer at one or more of these five sites and 80 percent have access to the Internet at at least one site, and thus they are “equipped” to take advantage of the Internet. Table 1-2a shows majorities have computer and Internet access at more than one site (70% and 60% respectively). Only a small minority has access at none of the five sites (13% for computer; 20% for Internet), and only a small minority has access at only one site (17% for computer; 20% for Internet). Comparisons across Tables 1-2b through 1-2f show computer access is most common at home (69%), followed by the library (59%), work (54%), school (30%), and community center (14%). The pattern of Internet access is only slightly different, with home access once again being most common (62%), followed by library (49%), work (46%), school (30%) and community center (13%). Yet, 55 percent without a computer at home have no plans to ever buy one and 48 percent of those with a computer, but no Internet access at home have no plans to obtain Internet access at home.

Tables 1-2a through 1-2f show that those equipped for Internet access are found in all social and economic subgroups; nevertheless, the equipped (like current users) are more common among better educated, more affluent, younger residents, living outside of major urban centers. The equipped are also, to a lesser extent, somewhat more likely to be white.

Education. Table 1-2a shows that although majorities of both higher and lower education groups have access to a computer at one or more sites (96% and 77%, respectively) and the

Internet at one or more sites (91% and 67%, respectively), better educated New Jerseyans are more likely to be equipped to take advantage of what the Internet has to offer. However, it should be noted that access does not ensure use at that site or at any other for that matter. Fifty-five percent of future users who have not yet used the Internet report access to the Internet at one or more sites as do 38 percent of those who state they have no plans to ever use the Internet. Similarly, better educated New Jerseyans are more likely than less well educated residents to have home access to computers (81% vs. 55%) and the Internet (76% vs. 45%, respectively), to have access to computers at work (68% vs. 37%), and to have access to the Internet at work (61% vs. 29%). New Jerseyans with at least some college are more likely than those who did not go beyond high school to have computer access at school (36% vs. 24%), Internet access at school (35% vs. 23%), computer access at the public library (66% vs. 50%), and Internet access at the library (57% vs. 40%). These differences disappear among community centers, with little difference in access of higher and lower education groups to either computers (16% vs. 13%) or the Internet (13% v. 13%).

Age. Table 1-2a shows access differs by age. More than 90 percent of those under 65 have computer access at one or more sites (94% of 18-29 year olds; 93% of 30-49 year olds; and 91% of 50-64 year olds), compared to 55 percent of seniors. Similarly, summing the proportion of those with Internet access at one, two, and three or more sites in Table 1-2a shows that while majorities of those younger than 65 also have access to the Internet (89% of 18-29 year olds; 89% of 30-49 year olds; and 78% of 50-64 year olds), the majority of seniors have no access to the Internet (56%).

Comparisons across Tables 1-2b through 1-2f show these age differences in access are greatest in home and work access, but also present in access at school, library, and community centers. Indeed, while majorities of those under 65 have both computer and Internet access at home (73% and 69%, respectively, for 18-29 year olds; 77% and 71% respectively for 30-49 year olds; and 78% and 64% for 50-64 year olds), among those 65 and over, 28 percent have home computer access and 21 percent have home Internet access. Fewer than 1-in-10 of those 65 and over have computer access (8%) or Internet access (6%) at work; work access is far more common among 18-29 year olds (53% and 49%, respectively), 30-49 year olds (67% and 57%

respectively), and 50-64 (58% and 47% respectively). Although more seniors have access to computers and the Internet at the library (41% and 27%, respectively) than at home, computer and Internet access through the library is much more common among those 18-29 (65% and 61%, respectively), 30-49 (62% and 54%, respectively), and 50-64 (63% and 45%, respectively). School access to computers ranges from a high of 51 percent among 18-29 year olds to a low of 8 percent among those 65 and over. Similarly, Internet access at school ranges from a high of 52 percent among 18-29 year olds to a low of 7 percent among seniors.

Income. Affluent New Jerseyans are more likely to be equipped. While Table 1-2a shows that 5 percent making \$50,000 - \$69,999 annually lack computer access and 6 percent lack Internet access, and that among families making \$70,000 or more 4 percent lack computer access and 7 percent lack Internet access, lower income groups have less access to computers and the Internet. In the under \$30,000 group, 26 percent have no access to computers and 38 percent have no access to the Internet. Access increases in the \$30,000-49,999 group, where 13 percent lack computer access and 20 percent lack Internet access.

Comparisons across Tables 1-2a through 1-2f show income differences are greatest in home access. Thirty-seven percent of those making under \$30,000 per year have access to a computer at home, compared to 67 percent in the \$30,000-49,999 group, 83 percent in the \$50,000- \$69,999 category, and 90 percent in the \$70,000 or more group. Similarly, 29 percent making under \$30,000 have home Internet access, compared to 56 percent in the \$30,000-49,999 group, 79 percent in the \$50,000- \$69,999, and 87 percent in the over \$70,000 group. The access differences between highest and lowest income groups narrow (but do not disappear) at work because more affluent residents are less likely to have access at work than they do at home. While 39 percent of those making under \$30,000 have computer access at work and 29 percent have Internet access, access is more common as income increases from \$30,000-49,999 (53% and 46%, respectively), to \$50,000- \$69,999 (58% and 53%, respectively), and peaking among those making \$70,000 or more, with 76 percent having work computer access and 68 percent having Internet access at work.

Income differences in access are smaller at public sites. Computer access at community centers ranges from a low of 10 percent among those making under \$30,000 a year to 17 percent

among those making \$70,000 or more; for Internet access, the proportions range from 9 percent among the lowest income group to 17 percent among the highest income group. Public libraries reach more residents at all income levels than community centers, but higher income residents are more likely than less affluent one to take advantage of access in this free public space. Library computer access ranges from 44 percent among those making under \$30,000 per year, to 56 percent among those making \$30,000 - \$49,999, and surpasses 70 percent in the two groups making over \$50,000. Similarly, while 36 percent in the under \$30,000 category report library access to the Internet, library Internet access climbs to 50 percent in the \$30,000-49,999 category, 61 percent in the \$50,000- \$69,999 category, and 59 percent among those making \$70,000 or more. School access, as well, follows a similar pattern, with computer access at schools being 22 percent among those making under \$30,000, compared to 26 percent among those making \$30,000-\$49,999, 43 percent in the \$50,000- \$69,999 group, and 33 percent in the \$70,000 plus group. The pattern of school Internet access is similar: 21 percent in the under \$30,000 group, 27 percent for those in the \$30,000-49,999 group, 44 percent in the \$50,000- \$69,999 group, and 36 percent in the over \$70,000 group.

Type of Community. Table 1-2a shows residents of major urban centers are less likely than New Jerseyans residing elsewhere to report access to computers and the Internet. Twenty percent of those in major urban centers have no access to a computer, 34 percent have no access to the Internet, 27 percent have access to a computer at only one site, and 30 percent have access to the Internet at only one site. In contrast, 17 percent of New Jerseyans residing in newer suburbs have no Internet access and 19 percent have access at only one site.

Comparisons across Tables 1-2b through 1-2f show the differences between major urban centers and other communities are particularly pronounced in home access. While 41 percent of residents from major urban areas have home access to a computer and 30 percent have home access to the Internet, access is higher in urban centers (66% and 58%, respectively), newer suburbs (76% and 67%, respectively), rural areas (73% and 70%, respectively), and older towns and suburbs (74% and 71%, respectively). Although residents of major urban centers report similar access to computers and Internet through community centers as residents of other areas, only a small portion of the population reports community center access in any of these areas.

Schools provide computer and Internet access to more residents in different types of communities than community centers do; yet more people in each of these areas say they have access at the library than at either schools or community centers. However, residents of major urban centers are less likely than residents of other areas to have computer and Internet access through their libraries (e.g., in major urban centers 41 percent have computer access and 30 percent have Internet at the library; in newer suburbs 63 percent report computer access at the library and 57 percent report Internet access at the library).

Race. Although Table 1-2a shows only small racial differences among those equipped to use the Internet (17 percent of whites compared with 28 percent of non-whites lack access to the Internet), comparisons across Tables 1-2b through 1-2f suggest whites and non-whites have access at somewhat different locations. Whites more often than non-whites have home computer access (74% vs. 58%) and home Internet access (68% vs. 47%), but they have similar patterns of access at work for computers (53% vs. 56%) and the Internet (45% vs. 50%). Both white residents and non-whites are equally likely to report access through schools and community centers, but whites are more likely than non-whites to report library access to both computers (62% vs. 50%, respectively) and the Internet (52% vs. 41%).

D. Future Access

Although the majority of state residents are equipped to access to the Internet, the numbers of equipped New Jerseyans will likely increase. Table 1-3 shows 32 percent of those currently without computers at home intend to purchase one in the next year and a total of 40 percent plan to purchase some time in the future. About 2-out-of-5 with home computer access, but lacking home Internet access, plan to get Internet access in the future (39% in the next year and 5% further in the future). Future home computer purchase plans broken down by subgroups in Table 1-4 suggest that some of the current demographic differences in who has access will narrow in the future more than others will. It should be noted that there were too few New Jerseyans with home computers, but without home Internet access for subgroup analysis. However, with so many computers being sold currently with Internet service and with most current computer owners also having Internet access, home computer purchase intentions may be a good predictor of future changes in access.

Race. Racial differences in access will likely narrow. Among those without a computer at home non-whites are much more likely than whites to report plans to buy in the next year (53% vs. 21%).

Type of Community. Access will increase in major urban centers, where residents are more likely than those in the other areas to have plans to purchase a computer (51 percent in the next year and an additional 7 percent further in the future).

Age. Younger New Jerseyans may continue to be better equipped to use the Internet. Among those lacking home computers 58 percent of those under 30 intend to buy a computer in the next year, compared with 14 percent of seniors.

Education. Better educated residents will likely continue to have better access than less well educated residents. Thirty-nine percent of the better educated who have no computer at home plan to buy one in the next year, compared with 28 percent of the less educated.

Income. Purchases of home computers will be more common among more affluent New Jerseyans. Thirty-one percent of the lower income group say they will buy in the next year, compared with 47 percent of the highest income group.

E. Current Internet Use

Current Internet users were asked whether they have ever used the Internet for shopping, sending and receiving e-mail, for services, to get information, or to do research; future users were asked if they could use the Internet, whether they would use it for shopping, sending and receiving e-mail, for services, to get information, or to do research. Comparisons across Tables 1-5a through 1-5e show current and future users are most likely to use the Internet for obtaining information (90%), followed in a tie for second place by sending and receiving e-mail and doing research (80%), obtaining services (56%), and shopping (50%). Some users are more likely than others to engage in each of these Internet activities, but the magnitude of demographic differences varies across activities.

Education. Tables 1-5a through 1-5f show that among users, better educated New Jerseyans are more likely than less well educated New Jerseyans to say they would engage in each of the five Internet activities. Education differences are smaller among those who would use the Internet to get information (95% and 83%, respectively, for a 12 percentage point difference) or

do research (86% and 71%, respectively, for a 15 percentage point difference) than they are among those would use the Internet for shopping (61% vs. 33%, for a 28 percentage point difference), e-mail (90% vs. 66%, for a 24 percentage point difference), or services (66% vs. 41%, for a 25 percentage point difference).

Income. Comparisons of Tables 1-5a through 1-5f also show that among Internet users, higher income residents are more likely to engage in each of the five activities on the Internet, but differences between higher and lower income residents vary across activities. There is a 12 percentage point difference between the highest and lowest income groups' willingness to use the Internet to gather information (86 percent of the under \$30,000 group, compared with 98 percent of the \$70,000 or more group), but the difference between lowest and highest income groups is 39 percentage points for Internet shopping (31% vs. 70%, respectively), 25 percentage points for obtaining services online (46% vs. 71%), 26 percentage points for doing research (65% vs. 91%) and 33 percentage points for sending and receiving e-mail (60% vs. 93%).

Race. Although in 4-out-of-5 cases, the exception being shopping, majorities of users in both racial categories would seek these services on the Internet, whites are more likely than non-whites to use the Internet for shopping (55% vs. 39%, respectively, yielding a 16 percentage point difference) and e-mail (83% vs. 72%, respectively, yielding an 11 percentage point difference). However, racial differences narrow when the focus turns to obtaining services (56% vs. 55%, respectively), getting information (92% vs. 87%), or doing research (82% vs. 76%).

Age. Among Internet users, seniors are consistently at least 15 percentage points less likely than younger New Jerseyans to use each of these five services (Tables 1-5a through 1-5f). Slightly more than half in each of the three age groups under 65 would shop online, compared to 31 percent of users 65 or older who would. Slightly more than 80 percent of users under 65 would use e-mail, compared with 65 percent of seniors who are Internet users. Between 54 percent and 60 percent of Internet users in the three age groups younger than 65 would use it to obtain services, compared to 36 percent of those 65 and older. While 90 percent or more of age groups under 65 would use the Internet for gathering information, 74 percent of seniors would. While 53 percent of seniors who use the Internet would use it to do research, 78 percent of those 50-64 would, 82 percent of those 30-49 would and 88 percent of those under 30 would.

TABLE 1-1

New Jerseyans' Internet Experience [Q 11]

| | <u>Have Used</u> | <u>Will Use in Next Year</u> | <u>Will Use in More than a Year</u> | <u>Never Plan to Use</u> | <u>Don't Know</u> | <u>Total</u> | <u>(n)</u> |
|--------------------------|----------------------|--------------------------------------|---|----------------------------------|-----------------------|--------------|--------------|
| TOTAL | 73% | 10% | 2% | 15% | 1% | 101% | (805) |
| <u>Gender</u> | | | | | | | |
| -- Male | 78 | 6 | 1 | 15 | -- | 100 | (373) |
| -- Female | 68 | 13 | 2 | 16 | 1 | 100 | (432) |
| <u>Education</u> | | | | | | | |
| -- High School or Less | 54 | 17 | 2 | 26 | 1 | 100 | (252) |
| -- Some College | 88 | 4 | 2 | 6 | -- | 100 | (553) |
| <u>Race</u> | | | | | | | |
| -- White | 74 | 8 | 2 | 16 | -- | 100 | (576) |
| -- Non-white | 70 | 13 | 2 | 13 | 2 | 100 | (195) |
| <u>Age</u> | | | | | | | |
| -- 18 to 29 | 91 | 6 | -- | 3 | 1 | 101 | (168) |
| -- 30 to 49 | 84 | 6 | 2 | 8 | 1 | 101 | (312) |
| -- 50 to 64 | 67 | 15 | 2 | 15 | 1 | 100 | (173) |
| -- 65 and older | 22 | 18 | 4 | 56 | 1 | 101 | (116) |
| <u>Income</u> | | | | | | | |
| -- Under \$30,000 | 45 | 21 | 4 | 30 | 1 | 101 | (101) |
| -- \$30,000 - \$49,999 | 79 | 10 | 1 | 10 | -- | 100 | (124) |
| -- \$50,000 - \$69,999 | 88 | 4 | 4 | 4 | -- | 100 | (91) |
| -- \$70,000 or more | 90 | 5 | -- | 4 | 1 | 100 | (240) |
| <u>Region of State</u> | | | | | | | |
| -- North | 72 | 10 | 1 | 16 | 1 | 100 | (345) |
| -- Central | 73 | 9 | 2 | 14 | 1 | 99 | (209) |
| -- South | 73 | 10 | 3 | 15 | -- | 101 | (213) |
| <u>Type of Community</u> | | | | | | | |
| -- Major Urban Center | 52 | 22 | 1 | 20 | 5 | 100 | (59) |
| -- Other Urban Area | 70 | 10 | 2 | 18 | -- | 100 | (125) |
| -- Older Town and Suburb | 77 | 9 | 2 | 12 | 1 | 101 | (145) |
| -- Newer Suburb | 78 | 8 | 2 | 11 | -- | 99 | (269) |
| -- Rural | 75 | 6 | 1 | 18 | -- | 100 | (140) |

TABLE 1-2a

Number Of Sites Where Computer/Internet Access Is Available

[Q 8a Q 10a]

| | Number of Computer Access Sites | | | | | | Number of Internet Access Sites | | | | | |
|--------------------------|---------------------------------|----------|----------|-----------|---------------|--------------|---------------------------------|----------|----------|-----------|---------------|--------------|
| | 0 13% | 1 17% | 2 26% | 3+ 44% | Total 100% | (n) (805) | 0 20% | 1 20% | 2 23% | 3+ 37% | Total 100% | (n) (805) |
| TOTAL | | | | | | | | | | | | |
| <u>Gender</u> | | | | | | | | | | | | |
| -- Male | 11 | 17 | 25 | 47 | 100 | (373) | 19 | 17 | 24 | 40 | 100 | (373) |
| -- Female | 14 | 18 | 26 | 41 | 99 | (432) | 20 | 22 | 23 | 35 | 100 | (432) |
| <u>Education</u> | | | | | | | | | | | | |
| -- High School or Less | 23 | 22 | 25 | 30 | 100 | (252) | 33 | 25 | 17 | 26 | 101 | (252) |
| -- Some College | 4 | 13 | 26 | 56 | 99 | (553) | 9 | 16 | 29 | 46 | 100 | (553) |
| <u>Race</u> | | | | | | | | | | | | |
| -- White | 12 | 16 | 26 | 46 | 100 | (576) | 17 | 21 | 24 | 38 | 100 | (576) |
| -- Non-white | 15 | 20 | 26 | 39 | 100 | (195) | 28 | 16 | 23 | 34 | 101 | (195) |
| <u>Age</u> | | | | | | | | | | | | |
| -- 18 to 29 | 6 | 16 | 22 | 55 | 99 | (168) | 11 | 16 | 19 | 55 | 101 | (168) |
| -- 30 to 49 | 7 | 15 | 26 | 52 | 100 | (312) | 11 | 19 | 27 | 43 | 100 | (312) |
| -- 50 to 64 | 9 | 17 | 31 | 43 | 100 | (173) | 22 | 21 | 24 | 33 | 100 | (173) |
| -- 65 and older | 45 | 26 | 21 | 9 | 100 | (116) | 56 | 25 | 16 | 2 | 99 | (116) |
| <u>Income</u> | | | | | | | | | | | | |
| -- Under \$30,000 | 26 | 30 | 18 | 25 | 99 | (101) | 38 | 29 | 12 | 20 | 99 | (101) |
| -- \$30,000 - \$49,999 | 13 | 17 | 30 | 40 | 100 | (124) | 20 | 20 | 28 | 33 | 101 | (124) |
| -- \$50,000 - \$69,999 | 5 | 8 | 26 | 60 | 99 | (91) | 6 | 14 | 33 | 47 | 100 | (91) |
| -- \$70,000 or more | 4 | 7 | 26 | 63 | 100 | (240) | 7 | 11 | 26 | 56 | 100 | (240) |
| <u>Region of State</u> | | | | | | | | | | | | |
| -- North | 14 | 15 | 26 | 45 | 100 | (345) | 23 | 19 | 22 | 36 | 100 | (345) |
| -- Central | 8 | 17 | 28 | 47 | 100 | (209) | 14 | 19 | 28 | 39 | 100 | (209) |
| -- South | 14 | 18 | 26 | 42 | 100 | (213) | 19 | 21 | 21 | 39 | 100 | (213) |
| <u>Type of Community</u> | | | | | | | | | | | | |
| -- Major Urban Center | 20 | 27 | 26 | 27 | 100 | (59) | 34 | 30 | 14 | 21 | 99 | (59) |
| -- Other Urban Area | 14 | 15 | 21 | 50 | 100 | (125) | 23 | 15 | 19 | 43 | 100 | (125) |
| -- Older Town and Suburb | 12 | 12 | 26 | 50 | 100 | (145) | 14 | 17 | 28 | 41 | 100 | (145) |
| -- Newer Suburb | 9 | 16 | 27 | 48 | 100 | (269) | 17 | 19 | 21 | 44 | 101 | (269) |
| -- Rural | 13 | 14 | 31 | 42 | 100 | (140) | 14 | 22 | 33 | 31 | 100 | (140) |

Number of sites is equal to the sum of yes responses give in Q 8aa-Q8ae when queried about access at 5 different locations

TABLE 1-2b

New Jerseyans' Computer/ Internet Access At Home [Q 8a Q 10a]

| | <u>Has Access to Computer at Home</u> | | | | | <u>Has Access to Internet at Home</u> | | | | |
|--------------------------|---------------------------------------|------------|--------------|--------------|--------------|---------------------------------------|------------|-------------|--------------|--------------|
| | <u>Yes</u> | <u>No</u> | <u>Don't</u> | <u>Total</u> | <u>(n)</u> | <u>Yes</u> | <u>No</u> | <u>Know</u> | <u>Total</u> | <u>(n)</u> |
| TOTAL | 69% | 31% | 0% | 100% | (805) | 62% | 37% | 1% | 100% | (805) |
| <u>Gender</u> | | | | | | | | | | |
| -- Male | 73 | 27 | 1 | 101 | (373) | 65 | 34 | 1 | 100 | (373) |
| -- Female | 66 | 34 | -- | 100 | (432) | 59 | 40 | 1 | 100 | (432) |
| <u>Education</u> | | | | | | | | | | |
| -- High School or Less | 55 | 45 | 1 | 101 | (252) | 45 | 54 | 1 | 100 | (252) |
| -- Some College | 81 | 19 | -- | 100 | (553) | 76 | 24 | -- | 100 | (553) |
| <u>Race</u> | | | | | | | | | | |
| -- White | 74 | 26 | -- | 100 | (576) | 68 | 32 | -- | 100 | (576) |
| -- Non-white | 58 | 41 | 1 | 100 | (195) | 47 | 52 | 1 | 100 | (195) |
| <u>Age</u> | | | | | | | | | | |
| -- 18 to 29 | 73 | 27 | -- | 100 | (168) | 69 | 31 | -- | 100 | (168) |
| -- 30 to 49 | 77 | 23 | 1 | 101 | (312) | 71 | 28 | 1 | 100 | (312) |
| -- 50 to 64 | 78 | 22 | -- | 100 | (173) | 64 | 36 | -- | 100 | (173) |
| -- 65 and older | 28 | 72 | -- | 100 | (116) | 21 | 78 | 2 | 101 | (116) |
| <u>Income</u> | | | | | | | | | | |
| -- Under \$30,000 | 37 | 63 | -- | 100 | (101) | 29 | 70 | 1 | 100 | (101) |
| -- \$30,000 - \$49,999 | 67 | 33 | -- | 100 | (124) | 56 | 44 | -- | 100 | (124) |
| -- \$50,000 - \$69,999 | 83 | 17 | -- | 100 | (91) | 79 | 21 | -- | 100 | (91) |
| -- \$70,000 or more | 90 | 10 | -- | 100 | (240) | 87 | 13 | -- | 100 | (240) |
| <u>Region of State</u> | | | | | | | | | | |
| -- North | 66 | 33 | -- | 99 | (345) | 59 | 41 | -- | 100 | (345) |
| -- Central | 75 | 25 | -- | 100 | (209) | 68 | 31 | 1 | 100 | (209) |
| -- South | 70 | 30 | -- | 100 | (213) | 63 | 37 | -- | 100 | (213) |
| <u>Type of Community</u> | | | | | | | | | | |
| -- Major Urban Center | 41 | 59 | -- | 100 | (59) | 30 | 70 | -- | 100 | (59) |
| -- Other Urban Area | 66 | 34 | -- | 100 | (125) | 58 | 42 | 1 | 101 | (125) |
| -- Older Town and Suburb | 74 | 26 | -- | 100 | (145) | 71 | 29 | -- | 100 | (145) |
| -- Newer Suburb | 76 | 24 | -- | 100 | (269) | 67 | 33 | -- | 100 | (269) |
| -- Rural | 73 | 27 | -- | 100 | (140) | 70 | 30 | -- | 100 | (140) |

TABLE 1-2c

New Jerseyans' Computer/ Internet Access At Work [Q 8a Q 10a]

| | Has Access to Computer at Work | | | | | Has Access to Internet at Work | | | | |
|--------------------------|--------------------------------|------------|-----------------------------|--------------|--------------|--------------------------------|------------|-----------------------------|--------------|--------------|
| | <u>Yes</u> | <u>No</u> | <u>Don't</u> <u>Know</u> | <u>Total</u> | <u>(n)</u> | <u>Yes</u> | <u>No</u> | <u>Don't</u> <u>Know</u> | <u>Total</u> | <u>(n)</u> |
| TOTAL | 54% | 45% | 1% | 100% | (805) | 46% | 52% | 2% | 100% | (805) |
| <u>Gender</u> | | | | | | | | | | |
| -- Male | 56 | 44 | 1 | 101 | (373) | 51 | 48 | 1 | 100 | (373) |
| -- Female | 52 | 47 | 1 | 100 | (432) | 42 | 56 | 2 | 100 | (432) |
| <u>Education</u> | | | | | | | | | | |
| -- High School or Less | 37 | 61 | 2 | 100 | (252) | 29 | 68 | 3 | 100 | (252) |
| -- Some College | 68 | 32 | -- | 100 | (553) | 61 | 38 | 1 | 100 | (553) |
| <u>Race</u> | | | | | | | | | | |
| -- White | 53 | 46 | 1 | 100 | (576) | 45 | 54 | 2 | 101 | (576) |
| -- Non-white | 56 | 42 | 1 | 99 | (195) | 50 | 48 | 2 | 100 | (195) |
| <u>Age</u> | | | | | | | | | | |
| -- 18 to 29 | 53 | 47 | -- | 100 | (168) | 49 | 49 | 1 | 99 | (168) |
| -- 30 to 49 | 67 | 32 | 1 | 100 | (312) | 57 | 41 | 2 | 100 | (312) |
| -- 50 to 64 | 58 | 41 | -- | 99 | (173) | 47 | 52 | 1 | 100 | (173) |
| -- 65 and older | 8 | 90 | 2 | 100 | (116) | 6 | 91 | 3 | 100 | (116) |
| <u>Income</u> | | | | | | | | | | |
| -- Under \$30,000 | 39 | 59 | 2 | 100 | (101) | 29 | 69 | 2 | 100 | (101) |
| -- \$30,000 - \$49,999 | 53 | 47 | -- | 100 | (124) | 46 | 53 | 1 | 100 | (124) |
| -- \$50,000 - \$69,999 | 58 | 42 | -- | 100 | (91) | 53 | 47 | -- | 100 | (91) |
| -- \$70,000 or more | 76 | 23 | 1 | 100 | (240) | 68 | 30 | 2 | 100 | (240) |
| <u>Region of State</u> | | | | | | | | | | |
| -- North | 54 | 45 | -- | 99 | (345) | 47 | 53 | 1 | 101 | (345) |
| -- Central | 61 | 39 | -- | 100 | (209) | 52 | 46 | 1 | 99 | (209) |
| -- South | 48 | 50 | 2 | 100 | (213) | 42 | 55 | 3 | 100 | (213) |
| <u>Type of Community</u> | | | | | | | | | | |
| -- Major Urban Center | 46 | 54 | -- | 100 | (59) | 37 | 63 | -- | 100 | (59) |
| -- Other Urban Area | 56 | 44 | -- | 100 | (125) | 47 | 53 | -- | 100 | (125) |
| -- Older Town and Suburb | 58 | 42 | -- | 100 | (145) | 53 | 46 | 1 | 100 | (145) |
| -- Newer Suburb | 55 | 45 | -- | 100 | (269) | 47 | 52 | 2 | 101 | (269) |
| -- Rural | 54 | 42 | 3 | 99 | (140) | 46 | 50 | 4 | 100 | (140) |

TABLE 1-2d

New Jerseyans' Computer/ Internet Access At School [Q 8a Q 10a]

| | <u>Has Access to Computer at School</u> | | | | | <u>Has Access to Internet at School</u> | | | | |
|--------------------------|---|-------------------------|--------------------------------|-----------------------------|----------------------------|---|-------------------------|--------------------------------|-----------------------------|----------------------------|
| | <u>Yes</u> 30% | <u>No</u> 65% | <u>Don't Know</u> 5% | <u>Total</u> 100% | <u>(n)</u> (805) | <u>Yes</u> 30% | <u>No</u> 62% | <u>Don't Know</u> 8% | <u>Total</u> 100% | <u>(n)</u> (805) |
| TOTAL | | | | | | | | | | |
| <u>Gender</u> | | | | | | | | | | |
| -- Male | 31 | 63 | 6 | 100 | (373) | 30 | 62 | 8 | 100 | (373) |
| -- Female | 30 | 67 | 3 | 100 | (432) | 29 | 63 | 8 | 100 | (432) |
| <u>Education</u> | | | | | | | | | | |
| -- High School or Less | 24 | 73 | 3 | 100 | (252) | 23 | 70 | 7 | 100 | (252) |
| -- Some College | 36 | 59 | 5 | 100 | (553) | 35 | 57 | 8 | 100 | (553) |
| <u>Race</u> | | | | | | | | | | |
| -- White | 31 | 64 | 5 | 100 | (576) | 30 | 61 | 9 | 100 | (576) |
| -- Non-white | 31 | 67 | 2 | 100 | (195) | 31 | 65 | 4 | 100 | (195) |
| <u>Age</u> | | | | | | | | | | |
| -- 18 to 29 | 51 | 45 | 4 | 100 | (168) | 52 | 43 | 4 | 99 | (168) |
| -- 30 to 49 | 33 | 62 | 5 | 100 | (312) | 32 | 59 | 9 | 100 | (312) |
| -- 50 to 64 | 22 | 75 | 3 | 100 | (173) | 18 | 73 | 8 | 99 | (173) |
| -- 65 and older | 8 | 86 | 6 | 100 | (116) | 7 | 84 | 8 | 99 | (116) |
| <u>Income</u> | | | | | | | | | | |
| -- Under \$30,000 | 22 | 76 | 2 | 100 | (101) | 21 | 76 | 3 | 100 | (101) |
| -- \$30,000 - \$49,999 | 26 | 68 | 6 | 100 | (124) | 27 | 64 | 9 | 100 | (124) |
| -- \$50,000 - \$69,999 | 43 | 50 | 6 | 99 | (91) | 44 | 46 | 10 | 100 | (91) |
| -- \$70,000 or more | 33 | 61 | 6 | 100 | (240) | 36 | 55 | 9 | 100 | (240) |
| <u>Region of State</u> | | | | | | | | | | |
| -- North | 34 | 64 | 2 | 100 | (345) | 28 | 65 | 7 | 100 | (345) |
| -- Central | 25 | 68 | 6 | 99 | (209) | 34 | 57 | 9 | 100 | (209) |
| -- South | 31 | 62 | 6 | 99 | (213) | 30 | 61 | 9 | 100 | (213) |
| <u>Type of Community</u> | | | | | | | | | | |
| -- Major Urban Center | 30 | 70 | -- | 100 | (59) | 23 | 76 | 1 | 100 | (59) |
| -- Other Urban Area | 38 | 59 | 2 | 99 | (125) | 34 | 62 | 4 | 100 | (125) |
| -- Older Town and Suburb | 28 | 67 | 5 | 100 | (145) | 27 | 63 | 10 | 100 | (145) |
| -- Newer Suburb | 30 | 65 | 4 | 99 | (269) | 34 | 58 | 8 | 100 | (269) |
| -- Rural | 30 | 60 | 10 | 100 | (140) | 29 | 57 | 14 | 100 | (140) |

TABLE 1-2e

New Jerseyans' Computer/ Internet Access At Library [Q 8a/ Q 10a]

| | <u>Has Access to Computer at Library</u> | | | | | <u>Has Access to Internet at Library</u> | | | | |
|--------------------------|--|------------|-------------------|--------------|--------------|--|------------|-------------------|--------------|--------------|
| | <u>Yes</u> | <u>No</u> | <u>Don't Know</u> | <u>Total</u> | <u>(n)</u> | <u>Yes</u> | <u>No</u> | <u>Don't Know</u> | <u>Total</u> | <u>(n)</u> |
| TOTAL | 59% | 37% | 4% | 100% | (805) | 49% | 42% | 9% | 100% | (805) |
| <u>Gender</u> | | | | | | | | | | |
| -- Male | 59 | 35 | 6 | 100 | (373) | 48 | 45 | 8 | 101 | (373) |
| -- Female | 59 | 39 | 2 | 100 | (432) | 50 | 39 | 10 | 100 | (432) |
| <u>Education</u> | | | | | | | | | | |
| -- High School or Less | 50 | 47 | 3 | 100 | (252) | 40 | 52 | 8 | 100 | (252) |
| -- Some College | 66 | 29 | 4 | 99 | (553) | 57 | 33 | 10 | 100 | (553) |
| <u>Race</u> | | | | | | | | | | |
| -- White | 62 | 34 | 4 | 100 | (576) | 52 | 38 | 9 | 99 | (576) |
| -- Non-white | 50 | 47 | 3 | 100 | (195) | 41 | 51 | 8 | 100 | (195) |
| <u>Age</u> | | | | | | | | | | |
| -- 18 to 29 | 65 | 32 | 3 | 100 | (168) | 61 | 33 | 6 | 100 | (168) |
| -- 30 to 49 | 62 | 35 | 3 | 100 | (312) | 54 | 37 | 10 | 101 | (312) |
| -- 50 to 64 | 63 | 33 | 4 | 100 | (173) | 45 | 46 | 9 | 100 | (173) |
| -- 65 and older | 41 | 54 | 6 | 101 | (116) | 27 | 64 | 9 | 100 | (116) |
| <u>Income</u> | | | | | | | | | | |
| -- Under \$30,000 | 44 | 55 | 1 | 100 | (101) | 36 | 57 | 6 | 99 | (101) |
| -- \$30,000 - \$49,999 | 56 | 40 | 4 | 100 | (124) | 50 | 40 | 10 | 100 | (124) |
| -- \$50,000 - \$69,999 | 75 | 21 | 4 | 100 | (91) | 61 | 30 | 9 | 100 | (91) |
| -- \$70,000 or more | 71 | 23 | 6 | 100 | (240) | 59 | 31 | 10 | 100 | (240) |
| <u>Region of State</u> | | | | | | | | | | |
| -- North | 57 | 40 | 3 | 100 | (345) | 46 | 45 | 9 | 100 | (345) |
| -- Central | 61 | 34 | 5 | 100 | (209) | 52 | 36 | 12 | 100 | (209) |
| -- South | 61 | 36 | 3 | 100 | (213) | 53 | 41 | 7 | 101 | (213) |
| <u>Type of Community</u> | | | | | | | | | | |
| -- Major Urban Center | 41 | 56 | 2 | 99 | (59) | 30 | 65 | 5 | 100 | (59) |
| -- Other Urban Area | 63 | 35 | 2 | 100 | (125) | 53 | 38 | 9 | 100 | (125) |
| -- Older Town and Suburb | 66 | 30 | 4 | 100 | (145) | 56 | 35 | 8 | 99 | (145) |
| -- Newer Suburb | 63 | 32 | 4 | 99 | (269) | 57 | 34 | 10 | 101 | (269) |
| -- Rural | 59 | 37 | 4 | 100 | (140) | 43 | 46 | 11 | 100 | (140) |

TABLE 1-2f**Computer/ Internet Access At A Community Center [Q 8a Q 10a]**

| | Has Access to Computer at Community Center | | | | | Has Access to Internet at Community Center | | | | |
|--------------------------|---|------------|-----------------------------|--------------|------------|---|------------|-----------------------------|--------------|--------------|
| | <u>Yes</u> | <u>No</u> | <u>Don't</u> <u>Know</u> | <u>Total</u> | <u>(n)</u> | <u>Yes</u> | <u>No</u> | <u>Don't</u> <u>Know</u> | <u>Total</u> | <u>(n)</u> |
| TOTAL | 14% | 72% | 13% | 99% | 805 | 13% | 69% | 18% | 100% | (805) |
| <u>Gender</u> | | | | | | | | | | |
| -- Male | 15 | 70 | 15 | 100 | (373) | 14 | 69 | 17 | 100 | (373) |
| -- Female | 14 | 74 | 12 | 100 | (432) | 12 | 69 | 19 | 100 | (432) |
| <u>Education</u> | | | | | | | | | | |
| -- High School or Less | 13 | 75 | 12 | 100 | (252) | 13 | 72 | 15 | 100 | (252) |
| -- Some College | 16 | 70 | 15 | 101 | (553) | 13 | 66 | 21 | 100 | (553) |
| <u>Race</u> | | | | | | | | | | |
| -- White | 13 | 72 | 15 | 100 | (576) | 13 | 67 | 20 | 100 | (576) |
| -- Non-white | 18 | 72 | 10 | 100 | (195) | 15 | 71 | 14 | 100 | (195) |
| <u>Age</u> | | | | | | | | | | |
| -- 18 to 29 | 23 | 65 | 13 | 101 | (168) | 22 | 61 | 17 | 100 | (168) |
| -- 30 to 49 | 14 | 72 | 14 | 100 | (312) | 16 | 64 | 20 | 100 | (312) |
| -- 50 to 64 | 11 | 70 | 19 | 100 | (173) | 7 | 74 | 19 | 100 | (173) |
| -- 65 and older | 10 | 82 | 9 | 101 | (116) | 4 | 85 | 11 | 100 | (116) |
| <u>Income</u> | | | | | | | | | | |
| -- Under \$30,000 | 10 | 80 | 10 | 100 | (101) | 9 | 82 | 8 | 99 | (101) |
| -- \$30,000 - \$49,999 | 17 | 65 | 18 | 100 | (124) | 15 | 62 | 23 | 100 | (124) |
| -- \$50,000 - \$69,999 | 16 | 75 | 8 | 99 | (91) | 12 | 72 | 16 | 100 | (91) |
| -- \$70,000 or more | 17 | 65 | 18 | 100 | (240) | 17 | 58 | 25 | 100 | (240) |
| <u>Region of State</u> | | | | | | | | | | |
| -- North | 14 | 75 | 11 | 100 | (345) | 12 | 73 | 15 | 100 | (345) |
| -- Central | 17 | 66 | 17 | 100 | (209) | 12 | 66 | 22 | 100 | (209) |
| -- South | 15 | 72 | 13 | 100 | (213) | 16 | 65 | 19 | 100 | (213) |
| <u>Type of Community</u> | | | | | | | | | | |
| -- Major Urban Center | 14 | 85 | 1 | 100 | (59) | 11 | 85 | 4 | 100 | (59) |
| -- Other Urban Area | 15 | 75 | 10 | 100 | (125) | 17 | 70 | 13 | 100 | (125) |
| -- Older Town and Suburb | 12 | 72 | 16 | 100 | (145) | 13 | 64 | 23 | 100 | (145) |
| -- Newer Suburb | 18 | 64 | 18 | 100 | (269) | 16 | 62 | 22 | 100 | (269) |
| -- Rural | 11 | 76 | 13 | 100 | (140) | 8 | 70 | 22 | 100 | (140) |

TABLE 1-3**Plans For Home Access Among Those
Currently Lacking It****[Q 8b Q 10b]**

| | <u>Computer</u> | <u>Internet</u> |
|--|-----------------|-----------------|
| No plans for home access | 55% | 48% |
| Plan to get home access in next year | 32 | 39 |
| Plan to get home access more than a year from now | 8 | 5 |
| Don't Know | 5 | 8 |
| Total | 100% | 100% |
| (n) | (218) | (54) |

TABLE 1-4

Computer Purchase Plans Of New Jerseyans Without Home Access [Q 8b]

| | No plans to buy | Plan to buy in next year | Plan to buy in more than a year | Don't Know | Total | (n) |
|--------------------------|--------------------|-----------------------------|---------------------------------------|------------|-------------|--------------|
| TOTAL | 55% | 32% | 8% | 5% | 100% | (218) |
| <u>Gender</u> | | | | | | |
| -- Male | 55 | 32 | 8 | 5 | 100 | 87 |
| -- Female | 56 | 31 | 7 | 5 | 99 | 131 |
| <u>Education</u> | | | | | | |
| -- High School or Less | 59 | 28 | 8 | 5 | 100 | 114 |
| -- Some College | 48 | 39 | 7 | 5 | 99 | 104 |
| <u>Race</u> | | | | | | |
| -- White | 67 | 21 | 8 | 4 | 100 | 132 |
| -- Non-white | 32 | 53 | 8 | 6 | 99 | 74 |
| <u>Age</u> | | | | | | |
| -- 18 to 29 | 29 | 58 | 8 | 5 | 100 | 41 |
| -- 30 to 49 | 42 | 44 | 8 | 6 | 100 | 58 |
| -- 50 to 64 | 64 | 21 | 8 | 8 | 101 | 32 |
| -- 65 and older | 76 | 14 | 6 | 3 | 99 | 75 |
| <u>Income</u> | | | | | | |
| -- Under \$30,000 | 55 | 31 | 7 | 7 | 100 | 61 |
| -- \$30,000 - \$49,999 | 51 | 39 | 7 | 3 | 100 | 42 |
| -- \$50,000 - \$69,999 | 47 | 37 | 16 | -- | 100 | 15 |
| -- \$70,000 or more | 46 | 47 | 4 | 4 | 101 | 21 |
| <u>Region of State</u> | | | | | | |
| -- North | 52 | 37 | 8 | 3 | 100 | 96 |
| -- Central | 47 | 32 | 11 | 10 | 100 | 48 |
| -- South | 62 | 30 | 5 | 3 | 100 | 59 |
| <u>Type of Community</u> | | | | | | |
| -- Major Urban Center | 36 | 51 | 7 | 6 | 100 | 32 |
| -- Other Urban Area | 64 | 31 | 4 | 2 | 101 | 37 |
| -- Older Town and Suburb | 64 | 27 | 3 | 6 | 100 | 34 |
| -- Newer Suburb | 57 | 26 | 9 | 8 | 100 | 60 |
| -- Rural | 45 | 37 | 18 | -- | 100 | 31 |

TABLE 1-5a

***Internet Users' Willingness To Use Internet For Shopping [Q 12a]**

| | <u>Yes</u> | <u>No</u> | <u>Maybe</u> | <u>Don't Know</u> | <u>Total</u> | <u>(n)</u> |
|--------------------------|------------|------------|--------------|-------------------|--------------|--------------|
| TOTAL | 50% | 47% | 2% | 2% | 100% | (705) |
| <u>Gender</u> | | | | | | |
| -- Male | 56 | 43 | 1 | -- | 100 | (332) |
| -- Female | 45 | 50 | 2 | 3 | 100 | (373) |
| <u>Education</u> | | | | | | |
| -- High School or Less | 33 | 63 | 3 | 2 | 101 | (189) |
| -- Some College | 61 | 36 | 1 | 2 | 100 | (516) |
| <u>Race</u> | | | | | | |
| -- White | 55 | 42 | 1 | 2 | 100 | (500) |
| -- Non-white | 39 | 59 | 2 | 1 | 101 | (176) |
| <u>Age</u> | | | | | | |
| -- 18 to 29 | 51 | 48 | 1 | -- | 100 | (164) |
| -- 30 to 49 | 53 | 46 | 1 | -- | 100 | (294) |
| -- 50 to 64 | 51 | 41 | 4 | 3 | 99 | (158) |
| -- 65 and older | 31 | 61 | 4 | 5 | 101 | (57) |
| <u>Income</u> | | | | | | |
| -- Under \$30,000 | 31 | 64 | 3 | 2 | 100 | (74) |
| -- \$30,000 - \$49,999 | 39 | 58 | 2 | 1 | 100 | (110) |
| -- \$50,000 - \$69,999 | 61 | 39 | -- | -- | 100 | (86) |
| -- \$70,000 or more | 70 | 29 | -- | 1 | 100 | (233) |
| <u>Region of State</u> | | | | | | |
| -- North | 49 | 47 | 2 | 2 | 100 | (302) |
| -- Central | 62 | 34 | 2 | 2 | 100 | (184) |
| -- South | 45 | 54 | 1 | 1 | 101 | (187) |
| <u>Type of Community</u> | | | | | | |
| -- Major Urban Center | 30 | 63 | 7 | -- | 100 | (50) |
| -- Other Urban Area | 44 | 53 | 1 | 2 | 100 | (107) |
| -- Older Town and Suburb | 54 | 44 | -- | 2 | 100 | (128) |
| -- Newer Suburb | 55 | 41 | 2 | 1 | 100 | (241) |
| -- Rural | 61 | 38 | 0 | 1 | 100 | (123) |

*Internet users are defined as those who have used the Internet in the past (current users) and those who plan to use it in the future (future users)

TABLE 1-5b

**Internet Users' Willingness To Use The Internet To Send/ [Q 12a]
Receive E-Mail**

| | <u>Yes</u> | <u>No</u> | <u>Maybe</u> | <u>Don't Know</u> | <u>Total</u> | <u>(n)</u> |
|--------------------------|------------|------------|--------------|-------------------|--------------|--------------|
| TOTAL | 80% | 18% | 1% | 1% | 100% | (705) |
| <u>Gender</u> | | | | | | |
| -- Male | 85 | 14 | 1 | 1 | 101 | (332) |
| -- Female | 77 | 21 | 1 | 2 | 101 | (373) |
| <u>Education</u> | | | | | | |
| -- High School or Less | 66 | 31 | 1 | 2 | 100 | (189) |
| -- Some College | 90 | 9 | -- | 1 | 100 | (516) |
| <u>Race</u> | | | | | | |
| -- White | 83 | 15 | 1 | 1 | 100 | (500) |
| -- Non-white | 72 | 26 | 1 | 1 | 100 | (176) |
| <u>Age</u> | | | | | | |
| -- 18 to 29 | 81 | 18 | -- | -- | 99 | (164) |
| -- 30 to 49 | 82 | 17 | -- | 1 | 100 | (294) |
| -- 50 to 64 | 81 | 15 | 2 | 2 | 100 | (158) |
| -- 65 and older | 65 | 30 | 2 | 2 | 99 | (57) |
| <u>Income</u> | | | | | | |
| -- Under \$30,000 | 60 | 37 | 1 | 1 | 99 | (74) |
| -- \$30,000 - \$49,999 | 76 | 23 | -- | 1 | 100 | (110) |
| -- \$50,000 - \$69,999 | 84 | 12 | 2 | 2 | 100 | (86) |
| -- \$70,000 or more | 93 | 7 | 1 | -- | 101 | (233) |
| <u>Region of State</u> | | | | | | |
| -- North | 83 | 17 | -- | 1 | 101 | (302) |
| -- Central | 82 | 15 | 1 | 3 | 101 | (184) |
| -- South | 79 | 19 | 1 | 1 | 100 | (187) |
| <u>Type of Community</u> | | | | | | |
| -- Major Urban Center | 69 | 30 | -- | 1 | 100 | (50) |
| -- Other Urban Area | 76 | 20 | 2 | 1 | 99 | (107) |
| -- Older Town and Suburb | 87 | 12 | -- | 2 | 101 | (128) |
| -- Newer Suburb | 83 | 15 | 1 | 1 | 100 | (241) |
| -- Rural | 85 | 13 | -- | 1 | 99 | (123) |

TABLE 1-5c

Internet Users' Willingness To Use Internet To Get Services [Q 12a]

| | <u>Yes</u> | <u>No</u> | <u>Maybe</u> | <u>Don't Know</u> | <u>Total</u> | <u>(n)</u> |
|--------------------------|------------|------------|--------------|-------------------|--------------|--------------|
| TOTAL | 56% | 38% | 3% | 3% | 100% | (705) |
| <u>Gender</u> | | | | | | |
| -- Male | 61 | 35 | 2 | 1 | 99 | (332) |
| -- Female | 52 | 40 | 4 | 4 | 100 | (373) |
| <u>Education</u> | | | | | | |
| -- High School or Less | 41 | 49 | 5 | 5 | 100 | (189) |
| -- Some College | 66 | 31 | 2 | 2 | 101 | (516) |
| <u>Race</u> | | | | | | |
| -- White | 56 | 37 | 3 | 3 | 100 | (500) |
| -- Non-white | 55 | 42 | 2 | 1 | 100 | (176) |
| <u>Age</u> | | | | | | |
| -- 18 to 29 | 60 | 36 | 3 | 1 | 100 | (164) |
| -- 30 to 49 | 58 | 38 | 1 | 2 | 99 | (294) |
| -- 50 to 64 | 54 | 38 | 4 | 4 | 100 | (158) |
| -- 65 and older | 36 | 46 | 6 | 12 | 100 | |
| <u>Income</u> | | | | | | |
| -- Under \$30,000 | 46 | 41 | 8 | 6 | 101 | (74) |
| -- \$30,000 - \$49,999 | 46 | 49 | 3 | 2 | 100 | (110) |
| -- \$50,000 - \$69,999 | 58 | 40 | 1 | 2 | 101 | (86) |
| -- \$70,000 or more | 71 | 26 | 2 | -- | 99 | (233) |
| <u>Region of State</u> | | | | | | |
| -- North | 58 | 37 | 2 | 2 | 99 | (302) |
| -- Central | 62 | 30 | 6 | 2 | 100 | (184) |
| -- South | 52 | 42 | 3 | 4 | 101 | (187) |
| <u>Type of Community</u> | | | | | | |
| -- Major Urban Center | 54 | 44 | 2 | -- | 100 | (50) |
| -- Other Urban Area | 52 | 42 | 2 | 3 | 99 | (107) |
| -- Older Town and Suburb | 64 | 29 | 4 | 3 | 100 | (128) |
| -- Newer Suburb | 55 | 38 | 4 | 3 | 100 | (241) |
| -- Rural | 60 | 35 | 2 | 3 | 100 | (123) |

TABLE 1-5d

Internet Users' Willingness To Use Internet To Get Information [Q 12a]

| | <u>Yes</u> | <u>No</u> | <u>Maybe</u> | <u>Don't Know</u> | <u>Total</u> | <u>(n)</u> |
|--------------------------|------------|-----------|--------------|-------------------|--------------|--------------|
| TOTAL | 90% | 8% | 1% | 1% | 100% | (705) |
| <u>Gender</u> | | | | | | |
| -- Male | 93 | 6 | -- | 1 | 100 | (332) |
| -- Female | 87 | 10 | 2 | 1 | 100 | (373) |
| <u>Education</u> | | | | | | |
| -- High School or Less | 83 | 14 | 1 | 2 | 100 | (189) |
| -- Some College | 95 | 4 | 1 | -- | 100 | (516) |
| <u>Race</u> | | | | | | |
| -- White | 92 | 6 | 1 | 1 | 100 | (500) |
| -- Non-white | 87 | 13 | -- | -- | 100 | (176) |
| <u>Age</u> | | | | | | |
| -- 18 to 29 | 92 | 7 | 1 | -- | 100 | (164) |
| -- 30 to 49 | 93 | 7 | -- | -- | 100 | (294) |
| -- 50 to 64 | 90 | 6 | 1 | 3 | 100 | (158) |
| -- 65 and older | 74 | 20 | 6 | -- | 100 | (57) |
| <u>Income</u> | | | | | | |
| -- Under \$30,000 | 86 | 13 | -- | 1 | 100 | (74) |
| -- \$30,000 - \$49,999 | 87 | 12 | 1 | 1 | 101 | (110) |
| -- \$50,000 - \$69,999 | 97 | 2 | 2 | -- | 101 | (86) |
| -- \$70,000 or more | 98 | 2 | -- | -- | 100 | (233) |
| <u>Region of State</u> | | | | | | |
| -- North | 91 | 8 | 1 | 1 | 101 | (302) |
| -- Central | 92 | 7 | 1 | 1 | 101 | (184) |
| -- South | 91 | 7 | 2 | -- | 100 | (187) |
| <u>Type of Community</u> | | | | | | |
| -- Major Urban Center | 79 | 21 | -- | -- | 100 | (50) |
| -- Other Urban Area | 89 | 9 | 1 | 2 | 101 | (107) |
| -- Older Town and Suburb | 94 | 5 | 1 | -- | 100 | (128) |
| -- Newer Suburb | 93 | 6 | 2 | -- | 101 | (241) |
| -- Rural | 95 | 3 | 1 | 1 | 100 | (123) |

TABLE 1-5e

Internet Users' Willingness To Use Internet To Do Research [Q 12a]

| | <u>Yes</u> | <u>No</u> | <u>Maybe</u> | <u>Don't Know</u> | <u>Total</u> | <u>(n)</u> |
|--------------------------|------------|------------|--------------|-------------------|--------------|--------------|
| TOTAL | 80% | 18% | 1% | 1% | 100% | (705) |
| <u>Gender</u> | | | | | | |
| -- Male | 84 | 15 | -- | 1 | 100 | (332) |
| -- Female | 77 | 20 | 1 | 1 | 99 | (373) |
| <u>Education</u> | | | | | | |
| -- High School or Less | 71 | 26 | 1 | 1 | 99 | (189) |
| -- Some College | 86 | 12 | -- | 1 | 100 | (516) |
| <u>Race</u> | | | | | | |
| -- White | 82 | 17 | 1 | 1 | 101 | (500) |
| -- Non-white | 76 | 23 | -- | 1 | 100 | (176) |
| <u>Age</u> | | | | | | |
| -- 18 to 29 | 88 | 12 | -- | -- | 100 | (164) |
| -- 30 to 49 | 82 | 18 | -- | -- | 100 | (294) |
| -- 50 to 64 | 78 | 15 | 3 | 4 | 100 | (158) |
| -- 65 and older | 53 | 46 | -- | 1 | 100 | (57) |
| <u>Income</u> | | | | | | |
| -- Under \$30,000 | 65 | 33 | 1 | 1 | 100 | (74) |
| -- \$30,000 - \$49,999 | 76 | 24 | -- | 1 | 101 | (110) |
| -- \$50,000 - \$69,999 | 85 | 13 | 2 | -- | 100 | (86) |
| -- \$70,000 or more | 91 | 7 | 2 | -- | 100 | (233) |
| <u>Region of State</u> | | | | | | |
| -- North | 77 | 21 | 1 | 1 | 100 | (302) |
| -- Central | 84 | 14 | 1 | 2 | 101 | (184) |
| -- South | 82 | 17 | 1 | -- | 100 | (187) |
| <u>Type of Community</u> | | | | | | |
| -- Major Urban Center | 73 | 25 | -- | 1 | 99 | (50) |
| -- Other Urban Area | 74 | 23 | 1 | 2 | 100 | (107) |
| -- Older Town and Suburb | 84 | 16 | -- | -- | 100 | (128) |
| -- Newer Suburb | 80 | 18 | 1 | 1 | 100 | (241) |
| -- Rural | 86 | 11 | 2 | 1 | 100 | (123) |

CHAPTER 2: NEW JERSEYANS' CONTACTS WITH STATE GOVERNMENT AGENCIES

A. Introduction

This chapter examines New Jerseyans' contacts with state government in the past year and the methods used to contact state government. The profile of the population as a whole is presented as well as information about similarities and differences across subgroups of residents.

B. Unaided Recall of Contacts with State Government

When asked, "To begin with, in the past year have you had any type of contact with New Jersey state government?" 22 percent recall contacting the state in the past year. Table 2-1 shows some types of residents are more likely than others to recall making such contacts: Men more often than women (27% vs. 18%), middle aged residents (26% for 30-49 and 25% for 50-64) more often than the youngest (17%) or oldest cohort (12%); better educated more often than those with no more than a high school diploma (31% vs. 10%); and residents making \$70,000 or more (35%, compared with 9 percent in the under \$30,000 category, 16 percent among those making \$30,000-49,999, and 29% among those making \$50,000- \$69,999). Those who recall such contacts most frequently say the contact was through the mail (53%) or in-person (52%), followed by phone calls (35%), and with e-mail and fax tied for last place (13%).

C. Aided Recall of Contacts with State Government

The proportion of New Jerseyans who recall contacting the state in the past year increases from 22 percent to 83 percent when residents are probed about 11 specific types of contacts. As Table 2-2 shows, contacts for motor vehicles services (63%) and for filing state income taxes (58%) are the most frequently mentioned, followed by contacts for education services such as information on programs or financial assistance (16%), leisure or recreational activities and sites (15%), pension or retirement information (14%), public information about meeting times and locations, exhibits, or the status of pending legislation (12%), unemployment or employment services such job opportunities or training (10%), business services such as incorporation, sales tax reporting, contracts or permits (10%), legal or social services (8%), housing services such as assistance in landlord/tenant dispute or home ownership (5%), and public assistance such as

welfare or food stamps (4%).

Comparisons of Tables 2-1 and 2-3 show that awareness of state government contacts increases across all groups when aided by probes, and that gender, income, and educational differences narrow between those who do and do not recall contacting the state. Nevertheless, some New Jerseyans are more likely than others to have contacted the state about a greater number (4 or more) of different kinds of issues in the past year: younger residents more often than seniors (21% under 30, 21% of those 30-49 years old, 16% 50-64 years old, and 7% of those 65 and over); more affluent New Jerseyans (22% of \$70,000+, 24% with family incomes of \$50,000-\$69,999, and 19% making \$30,000-49,999, compared with 9% making under \$30,000 per year); and residents with at least some college (23% vs. 12% of those who did not go beyond high school).

TABLE 2-1

**Proportion Of New Jerseyans Recalling Contact With State
Government In Past Year -- Unaided**

[Q 1]

| | <u>Yes</u> | <u>No</u> | <u>Don't Know</u> | <u>Total</u> | <u>(n)</u> |
|------------------------|------------|------------|-------------------|--------------|--------------|
| TOTAL | 22% | 77% | 1% | 100% | (805) |
| <u>Gender</u> | | | | | |
| -- Male | 27 | 72 | 1 | 100 | (373) |
| -- Female | 18 | 82 | -- | 100 | (432) |
| <u>Education</u> | | | | | |
| -- High School or Less | 10 | 89 | 1 | 100 | (252) |
| -- Some College | 31 | 68 | 1 | 100 | (553) |
| <u>Age</u> | | | | | |
| -- 18 to 29 | 17 | 83 | -- | 100 | (168) |
| -- 30 to 49 | 26 | 73 | 1 | 100 | (312) |
| -- 50 to 64 | 25 | 74 | 1 | 100 | (173) |
| -- 65 and older | 12 | 88 | -- | 100 | (116) |
| <u>Income</u> | | | | | |
| -- Under \$30,000 | 9 | 91 | -- | 100 | (101) |
| -- \$30,000 - \$49,999 | 16 | 84 | -- | 100 | (124) |
| -- \$50,000 - \$69,999 | 29 | 69 | 2 | 100 | (91) |
| -- \$70,000 or more | 35 | 64 | 1 | 100 | (240) |

TABLE 2-2

**Proportion Of New Jerseyans Recalling Specific Government
Contacts In Past Year -- Aided [Q 3]**

Type of Contact made with state government in the past year

| | <u>Had Contact</u> | <u>Haven't Had Contact</u> | <u>Don't Know</u> | <u>Total %</u> | (n) |
|--|--------------------|------------------------------------|-----------------------|----------------|-------|
| Motor vehicle services such as license or registration | 63% | 37% | -- | 100% | (805) |
| Education services such as information on programs or financial assistance | 16 | 84 | -- | 100 | (805) |
| Pension or retirement information | 14 | 85 | -- | 99 | (805) |
| Legal or social services | 8 | 92 | -- | 100 | (805) |
| Public assistance such as welfare or food stamps | 4 | 96 | -- | 100 | (805) |
| Unemployment or employment services such as job opportunities or training | 10 | 89 | -- | 99 | (805) |
| Housing services such as assistance in landlord/tenant dispute or home ownership | 5 | 95 | -- | 100 | (805) |
| Business services such as incorporation, sales tax reporting, contracts or permits | 10 | 90 | -- | 100 | (805) |
| Leisure or recreation activities and sites | 15 | 84 | 1 | 100 | (805) |
| Public information about government activities such as meeting times and locations, exhibits, or the status of pending legislation | 12 | 88 | 1 | 101 | (805) |
| Filing state income tax forms | 58 | 42 | -- | 100 | (805) |

TABLE 2-3

**Count Of Specific Types Of Contact New Jerseyans Made [Q 3]
With State Government In Past Year -- Aided**

| | <u>None</u> | <u>One</u> | <u>Two or Three</u> | <u>Four or more</u> | <u>Total</u> | <u>(n)</u> |
|------------------------|-------------|------------|---------------------|---------------------|--------------|--------------|
| TOTAL | 17% | 17% | 48% | 18% | 100% | (805) |
| <u>Gender</u> | | | | | | |
| -- Male | 14 | 19 | 48 | 19 | 100 | (373) |
| -- Female | 20 | 16 | 48 | 16 | 100 | (432) |
| <u>Education</u> | | | | | | |
| -- High School or Less | 25 | 18 | 45 | 12 | 100 | (252) |
| -- Some College | 11 | 17 | 50 | 23 | 101 | (553) |
| <u>Age</u> | | | | | | |
| -- 18 to 29 | 18 | 20 | 41 | 21 | 100 | (168) |
| -- 30 to 49 | 14 | 16 | 49 | 21 | 100 | (312) |
| -- 50 to 64 | 17 | 18 | 50 | 16 | 101 | (173) |
| -- 65 and older | 24 | 18 | 50 | 7 | 99 | (116) |
| <u>Income</u> | | | | | | |
| -- Under \$30,000 | 18 | 22 | 51 | 9 | 100 | (101) |
| -- \$30,000 - \$49,999 | 14 | 19 | 49 | 19 | 101 | (124) |
| -- \$50,000 - \$69,999 | 10 | 16 | 51 | 24 | 101 | (91) |
| -- \$70,000 or more | 14 | 17 | 47 | 22 | 100 | (240) |

CHAPTER 3: CONTACTS WITH NEW JERSEY STATE GOVERNMENT AND THE INTERNET

A. Introduction

This chapter brings together information about citizen contacts and views about the Internet, discussing New Jerseyans' attitudes about the state giving citizens an option to use the Internet for contacts, and their willingness to use the Internet themselves to contact the state. This chapter examines patterns among the population as a whole, similarities and differences across subgroups, and how willingness to use the Internet may vary across services.

B. Internet Option for State Contacts

New Jerseyans support the idea of state government giving residents the option of using the Internet to obtain services. When asked "Overall, do you approve or disapprove of state government giving residents the option of using the Internet to obtain government services?" Table 3-1 shows that 76 percent approve, compared with 12 percent who disapprove. Although majority support holds within all subgroups examined in Table 3-1, support for the state providing an Internet option is higher among younger, more affluent, better educated residents.

Age. A majority of seniors support an Internet option (55%), but the majorities are even larger among 18-29 year olds (79%), 30-49 year olds (81%), and 50-64 year olds (79%).

Education. Support for the Internet option is greater as well among better educated (86%) than less educated residents (65%).

Income. Support for state government giving residents the option to use the Internet to obtain government services is greater among higher income than lower income residents (68% making under \$30,000; 78% of \$30,000-49,999; 84% of \$50,000- \$69,999; and 88% of those making \$70,000 or more).

Users vs. Non-users. Although many who support the state giving residents the option of using the Internet to obtain state services are current users themselves, many are not. Comparison of the proportion of users in Table 1-1 with the proportion supporting an Internet option in Table 3-1, shows the greatest differences occur among:

Senior citizens age 65 and over, with 55 percent supporting an Internet option, compared with 22 percent who are current users.

New Jerseyans who did not go beyond high school, with 65 percent supporting an Internet option, compared with 54 percent who are current users.

Residents with family incomes of under \$30,000 annually, with 68 percent supporting the Internet option, compared with 45 percent who are current users.

New Jerseyans in major urban centers, with 77 percent favoring the option, but 52 percent being current users.

C. Willingness to Use the Internet Option to Obtain Specific Services

New Jerseyans view the Internet as more appropriate for some types of contacts than for others. Table 3-2 shows, among users -- both current and future -- residents are most likely to say they would use the Internet for: leisure or recreational activities and sites (80%), followed by education services such as information on programs or financial assistance (73%), and public information about government activities such as meeting times and locations, exhibits, or the status of pending legislation (69%). These are also the only three services out of the list of 11 where a majority of all New Jerseyans choose the Internet as their preferred mode of contact: 62 percent prefer to obtain recreation information online, 53 percent prefer to do so for educational services and information and 61 percent prefer to do so for legislative information. Comparison of these results with contact patterns presented in Table 2-2 shows that while about 7-in-10 Internet users say they would use the Internet to obtain these services, fewer than 2-in-10 actually had contacted the state for these reasons in the past year.

Slightly smaller majorities of users would use the Internet for motor vehicle services such as license or registration (62%), unemployment or employment services such job opportunities or training (61%), and pension or retirement information (59%) (Table 3-2). When the entire sample of New Jerseyans is asked if they preferred these services be provided in-person, by telephone, or on the Internet, pluralities choose the Internet. Although about 6-in-10 users would use the Internet to obtain these services, Table 2-2 shows that more residents contacted the state in the past year for motor vehicles services (63%) than for either unemployment/employment services (10%) or pension/ retirement information (14%).

Although many would use the Internet for state income tax filing, business services, legal or social services, housing services, and welfare, majorities of Internet users say they would *not* use the Internet for these matters. Among the broader population of New Jerseyans, in-person contact is preferred over the Internet in 4-of-5 cases, with state residents divided between in-person and Internet access as the preferred method for business matters.

Groups most willing to use the Internet to obtain state services are often the same groups more likely to be current users, equipped, and most likely to have higher numbers of contacts with the state in the previous year. The Table 3-3 series shows that younger, better educated, and more affluent New Jerseyans are also more likely to say they would use the Internet to obtain these services and more likely to prefer using the Internet to obtain these services.

Age. Table 3-3a shows that seniors are consistently less willing than younger New Jerseyans to use the Internet to make any of the 11 contacts. When New Jersey seniors who are Internet users were asked if they were willing to use the Internet to obtain any of 11 different types of services, more said they would *not* than said they would; similarly, among all New Jerseyans 65 and older, and regardless of the subject of the contact, in-person contact is preferred over Internet contact. In contrast, among Internet users 18-29 and 30-49, majorities say they would use the Internet to make 9 of the 11 types of contacts; New Jerseyans 18-29 and 30-49 prefer the Internet over other modes of contact in 7 of the 11 cases.

Education. Table 3-3b shows that among Internet users, majorities of better educated residents say they would use the Internet to contact the state for 9 of the 11 services, but in only 6 of the 11 cases would majorities or pluralities of those with a high school education or less be willing to use the Internet. Similarly, when asked whether they prefer to obtain each of the 11 services in-person, by telephone, or over the Internet, New Jerseyans who had attended college prefer the Internet over other modes in 8 of the 11 cases, while residents with less education prefer the Internet over other types of modes of contact in 3 of the 11 instances.

Income. Majorities of Internet users with family incomes of \$70,000 or more per year are willing to use the Internet to obtain 9 of the 11 services, compared to 6 of the 11 among those making under \$30,000 per year (Table 3-3c). Similar income differences emerge when the entire New Jersey sample was asked about their preferred mode of contact. Among those with family

incomes of \$70,000 or more, the Internet is preferred over other modes in 10 of the 11 cases; it is the preferred mode of contact in 3 of the 11 cases among those making under \$30,000 per year.

Gender. Gender differences in willingness to use the Internet are smaller than education, age, and income differences. Among Internet users, majorities or pluralities of men are willing to use the Internet to obtain 7 of the 11 services; in comparison, more women are willing than unwilling to use the Internet to obtain 6 of the 11 services. However, larger gender differences emerge in New Jerseyans' responses about preferred modes of contact. Among men, the Internet is preferred over other modes of contact in seeking 7 of the 11 services; among women, the Internet is preferred over other modes of contact in seeking 4 of the 11 services.

Race. Race comparisons paint a mixed picture. Among Internet users, majorities/pluralities of non-whites say they would use the Internet to obtain 9 of the 11 services; majorities/pluralities of whites say they would use the Internet to obtain 6 of the 11 services. However, among all New Jerseyans, whites prefer the Internet to other modes of contact in 6 of 11 cases, while this is true in only 3 of 11 cases for non-whites.

Type of Community. Internet users in major urban centers are as likely or more likely than users elsewhere in the state to say they would use the Internet to obtain services. In major urban areas majorities/pluralities of users would use the Internet for 8 of the 11 services. The comparable number is 8 of 11 among residents of rural areas, 7 of 11 in newer suburbs, and 6 of 11 among those in other urban areas or older towns and suburbs. The picture changes when the focus expands to all New Jerseyans and the question changes to preferred modes of contact. In that case, residents of major urban areas prefer the Internet to other modes of contact for obtaining 3 of 11 services. Although this is comparable to responses in other urban areas, the Internet is preferred over other modes of contact for obtaining services in 8 of 11 cases in other types of communities.

D. Similarities Across Demographic Groups

These demographic differences in preferences for the Internet co-exist with a high level of agreement across groups over the kinds of services they would seek on the Internet if they were to use it to contact state government. Comparisons across the Table 3-3 series show that regardless of demographic differences in the proportions which would use the Internet to obtain services, within each of the subgroups the six most popular services to seek online are generally: recreation information, education services, public information about the status of legislation, motor vehicles services, unemployment or employment services, and pension information. This is true with only a few exceptions.

E. State Contacts and Internet Use

Citizens who contacted state government for the greatest number of different types of services (4 or more) in the past year are more likely to be current users and equipped to use the Internet. Ninety-four percent of this high contact group, compared with 59 percent of the no-contact group, are equipped through access to the Internet at one or more sites. This highest state contact group is more likely than the no-state contact group to have used the Internet (85% vs. 56%), to be willing to use the Internet for shopping, e-mail, services, obtaining information or doing research (91% vs. 30%), to say they would use the Internet to make one or more of 11 types of contacts with state agencies (91% vs. 61%), to prefer the Internet over other modes of contact in one or more of the 11 cases (86% vs. 55%), and to have already contacted a government agency online (45% vs. 9%).

TABLE 3-1

**New Jerseyans' Approval/ Disapproval Of State
Government Giving Residents The Option Of Using The
Internet To Obtain Government Services**

[Q 18]

| | <u>Approve</u> | <u>Disapprove</u> | <u>Don't Know</u> | <u>Total</u> | <u>(n)</u> |
|--------------------------|----------------|-------------------|-------------------|--------------|--------------|
| TOTAL | 76% | 12% | 12% | 100% | (805) |
| <u>Gender</u> | | | | | |
| -- Male | 80 | 11 | 10 | 101 | (373) |
| -- Female | 73 | 13 | 14 | 100 | (432) |
| <u>Education</u> | | | | | |
| -- High School or Less | 65 | 17 | 18 | 100 | (252) |
| -- Some College | 86 | 7 | 7 | 100 | (553) |
| <u>Race</u> | | | | | |
| -- White | 77 | 12 | 11 | 100 | (576) |
| -- Non-white | 77 | 12 | 11 | 100 | (196) |
| <u>Age</u> | | | | | |
| -- 18 to 29 | 79 | 13 | 8 | 100 | (168) |
| -- 30 to 49 | 81 | 12 | 7 | 100 | (312) |
| -- 50 to 64 | 79 | 10 | 11 | 100 | (173) |
| -- 65 and older | 55 | 15 | 30 | 100 | (116) |
| <u>Income</u> | | | | | |
| -- Under \$30,000 | 68 | 12 | 21 | 101 | (101) |
| -- \$30,000 - \$49,999 | 78 | 13 | 9 | 100 | (124) |
| -- \$50,000 - \$69,999 | 84 | 11 | 6 | 101 | (91) |
| -- \$70,000 or more | 88 | 9 | 3 | 100 | (240) |
| <u>Type of Community</u> | | | | | |
| -- Major Urban Center | 77 | 13 | 10 | 100 | (59) |
| -- Other Urban Area | 70 | 11 | 19 | 100 | (125) |
| -- Older Town and Suburb | 88 | 7 | 5 | 100 | (145) |
| -- Newer Suburb | 74 | 15 | 11 | 100 | (269) |
| -- Rural | 84 | 9 | 7 | 100 | (140) |

TABLE 3-2

**Willingness To Use Internet To Obtain Specific Services [Q15 Q19]
From State Government**

| | Would/ Would Not Use Internet For Service <u>Users Only (Q 15)</u> | | | | | Preferred Mode Of Contact For Service <u>All New Jerseyans (Q19)</u> | | | | | |
|-------------------------|---|--------------------------|-----------------------------|--------------|------------|---|-----------------------------|--------------|-----------------------------|--------------|------------|
| | Would | | | | | | | | | | |
| | <u>use</u> | <u>not</u> <u>use</u> | <u>Don't</u> <u>Know</u> | <u>Total</u> | <u>(n)</u> | <u>Internet</u> | <u>In-</u> <u>person</u> | <u>Phone</u> | <u>Don't</u> <u>Know</u> | <u>Total</u> | <u>(n)</u> |
| Recreation | 80% | 18% | 2% | 100% | (705) | 62% | 20% | 11% | 7% | 100% | (805) |
| Education Services | 73 | 24 | 3 | 100 | (705) | 53 | 25 | 12 | 9 | 99 | (805) |
| Legislative Information | 69 | 28 | 3 | 100 | (705) | 61 | 18 | 13 | 8 | 100 | (805) |
| Motor Vehicles | 62 | 34 | 3 | 99 | (705) | 42 | 39 | 11 | 8 | 100 | (805) |
| Unemployment | 61 | 36 | 3 | 100 | (705) | 45 | 34 | 11 | 10 | 100 | (805) |
| Pension Information | 59 | 38 | 4 | 101 | (705) | 39 | 36 | 18 | 8 | 101 | (805) |
| Legal/ Social Services | 46 | 50 | 4 | 100 | (705) | 26 | 55 | 13 | 6 | 100 | (805) |
| Business | 46 | 51 | 3 | 100 | (705) | 39 | 37 | 14 | 10 | 100 | (805) |
| Housing | 45 | 51 | 4 | 100 | (705) | 31 | 42 | 15 | 12 | 100 | (805) |
| Tax Filing | 45 | 52 | 3 | 100 | (705) | 35 | 46 | 11 | 8 | 100 | (805) |
| Welfare | 30 | 67 | 3 | 100 | (705) | 25 | 48 | 14 | 14 | 101 | (805) |

TABLE 3-3a

**Willingness To Use The Internet To Obtain Specific Services From [Q15 Q19]
State Government By Gender**

| | Would/ Would Not Use Internet For Service (Q15) | | | | | Preferred Mode Of Contact For Service (Q19) | | | | | |
|-------------------------|--|----------------------------|----------------------|--------------|-------|--|-----------------------|--------------|----------------------|--------------|-------|
| | Would <u>use</u> | Would not <u>use</u> | Don't <u>Know</u> | <u>Total</u> | (n) | <u>Internet</u> | <u>In- person</u> | <u>Phone</u> | Don't <u>Know</u> | <u>Total</u> | (n) |
| Male | | | | | | | | | | | |
| Recreation | 81% | 18% | 1% | 100% | (332) | 63% | 21% | 10% | 6% | 100% | (373) |
| Education Services | 76 | 23 | 1 | 100 | (332) | 58 | 26 | 9 | 8 | 101 | (373) |
| Legislative Information | 72 | 27 | 1 | 100 | (332) | 64 | 19 | 9 | 8 | 100 | (373) |
| Motor Vehicles | 68 | 30 | 2 | 100 | (332) | 49 | 38 | 8 | 5 | 100 | (373) |
| Unemployment | 64 | 33 | 2 | 99 | (332) | 50 | 30 | 10 | 10 | 100 | (373) |
| Pension Information | 61 | 36 | 3 | 100 | (332) | 47 | 33 | 13 | 7 | 100 | (373) |
| Legal/ Social Services | 47 | 50 | 3 | 100 | (332) | 31 | 53 | 12 | 4 | 100 | (373) |
| Business | 56 | 43 | 1 | 100 | (332) | 43 | 36 | 12 | 9 | 100 | (373) |
| Housing | 48 | 49 | 3 | 100 | (332) | 34 | 43 | 14 | 9 | 100 | (373) |
| Tax Filing | 54 | 44 | 2 | 100 | (332) | 41 | 42 | 10 | 7 | 100 | (373) |
| Welfare | 36 | 61 | 3 | 100 | (332) | 29 | 45 | 15 | 11 | 100 | (373) |
| Female | | | | | | | | | | | |
| Recreation | 79% | 19% | 2% | 100% | (373) | 61% | 19% | 12% | 8% | 100% | (432) |
| Education Services | 71 | 26 | 3 | 100 | (373) | 50 | 25 | 15 | 10 | 100 | (432) |
| Legislative Information | 67 | 29 | 4 | 100 | (373) | 58 | 18 | 17 | 7 | 100 | (432) |
| Motor Vehicles | 57 | 38 | 5 | 100 | (373) | 36 | 40 | 14 | 10 | 100 | (432) |
| Unemployment | 59 | 38 | 3 | 100 | (373) | 41 | 37 | 12 | 10 | 100 | (432) |
| Pension Information | 56 | 39 | 4 | 100 | (373) | 32 | 38 | 22 | 8 | 100 | (432) |
| Legal/ Social Services | 45 | 50 | 5 | 100 | (373) | 23 | 57 | 14 | 7 | 101 | (432) |
| Business | 38 | 58 | 4 | 100 | (373) | 35 | 38 | 16 | 11 | 100 | (432) |
| Housing | 43 | 52 | 5 | 100 | (373) | 28 | 42 | 16 | 14 | 100 | (432) |
| Tax Filing | 37 | 59 | 4 | 100 | (373) | 29 | 50 | 13 | 8 | 100 | (432) |
| Welfare | 25 | 72 | 3 | 100 | (373) | 21 | 50 | 13 | 16 | 100 | (432) |

TABLE 3-3b

**Willingness To Use Internet To Obtain Specific Services From [Q15 Q19]
State Government By Income**

| | Would/ Would Not Use Internet For Service (Q15) | | | | | Preferred Mode Of Contact For Service (Q19) | | | | | |
|--------------------------|--|---------------------|---------------|-------|-------|--|---------------|-------|---------------|-------|-------|
| | Would use | Would not use | Don't Know | Total | (n) | Internet | In- person | Phone | Don't Know | Total | (n) |
| Under \$30,000 | | | | | | | | | | | |
| Recreation | 68% | 31% | 1% | 100% | (74) | 43% | 27% | 23% | 7% | 100% | (101) |
| Education Services | 68 | 31 | 1 | 100 | (74) | 40 | 38 | 14 | 9 | 101 | (101) |
| Legislative Information | 62 | 34 | 4 | 100 | (74) | 46 | 31 | 15 | 9 | 101 | (101) |
| Motor Vehicles | 52 | 43 | 4 | 99 | (74) | 21 | 58 | 14 | 7 | 100 | (101) |
| Unemployment | 56 | 43 | 1 | 100 | (74) | 38 | 38 | 12 | 12 | 100 | (101) |
| Pension Information | 56 | 42 | 2 | 100 | (74) | 22 | 51 | 21 | 7 | 101 | (101) |
| Legal/ Social Services | 37 | 60 | 3 | 100 | (74) | 19 | 67 | 10 | 3 | 99 | (101) |
| Business | 37 | 60 | 3 | 100 | (74) | 25 | 46 | 17 | 12 | 100 | (101) |
| Housing | 48 | 48 | 4 | 100 | (74) | 20 | 52 | 17 | 10 | 99 | (101) |
| Tax Filing | 41 | 57 | 2 | 100 | (74) | 23 | 60 | 11 | 6 | 100 | (101) |
| Welfare | 30 | 69 | 1 | 100 | (74) | 18 | 53 | 18 | 11 | 100 | (101) |
| \$30,000-\$49,999 | | | | | | | | | | | |
| Recreation | 82% | 17 | 1% | 100% | (110) | 65% | 21% | 8% | 6% | 100% | (124) |
| Education Services | 68 | 28 | 4 | 100 | (110) | 52 | 26 | 16 | 6 | 100 | (124) |
| Legislative Information | 71 | 26 | 3 | 100 | (110) | 63 | 19 | 13 | 5 | 100 | (124) |
| Motor Vehicles | 50 | 49 | 1 | 100 | (110) | 32 | 46 | 15 | 6 | 99 | (124) |
| Unemployment | 68 | 29 | 2 | 99 | (110) | 43 | 40 | 11 | 7 | 101 | (124) |
| Pension Information | 60 | 37 | 2 | 99 | (110) | 37 | 34 | 24 | 6 | 101 | (124) |
| Legal/ Social Services | 51 | 47 | 2 | 100 | (110) | 26 | 56 | 13 | 6 | 101 | (124) |
| Business | 50 | 49 | 1 | 100 | (110) | 36 | 41 | 13 | 9 | 99 | (124) |
| Housing | 46 | 51 | 3 | 100 | (110) | 27 | 50 | 15 | 8 | 100 | (124) |
| Tax Filing | 40 | 59 | 1 | 100 | (110) | 25 | 61 | 10 | 3 | 99 | (124) |
| Welfare | 29 | 71 | 1 | 101 | (110) | 18 | 59 | 14 | 8 | 99 | (124) |

TABLE 3-3b

**Willingness To Use Internet To Obtain Specific Services [Q15 Q19]
From State Government By Income (Con't.)**

| | Would/ Would Not Use Internet For Service (Q15) | | | | | Preferred Mode Of Contact For Service (Q19) | | | | | |
|---------------------------|--|---------------------|---------------|-------|-------|--|---------------|-------|---------------|-------|-------|
| | Would use | Would not use | Don't Know | Total | (n) | Internet | In- person | Phone | Don't Know | Total | (n) |
| \$50,000- \$69,999 | | | | | | | | | | | |
| Recreation | 93% | 7% | --% | 100% | (86) | 81% | 14% | 4% | 1% | 100% | (91) |
| Education Services | 81 | 18 | 1 | 100 | (86) | 66 | 21 | 11 | 2 | 100 | (91) |
| Legislative Information | 76 | 24 | -- | 100 | (86) | 76 | 9 | 14 | 1 | 100 | (91) |
| Motor Vehicles | 79 | 16 | 4 | 99 | (86) | 58 | 25 | 16 | 1 | 100 | (91) |
| Unemployment | 67 | 33 | -- | 100 | (86) | 50 | 33 | 12 | 5 | 100 | (91) |
| Pension Information | 70 | 28 | 2 | 100 | (86) | 47 | 30 | 20 | 4 | 101 | (91) |
| Legal/ Social Services | 56 | 41 | 3 | 100 | (86) | 34 | 49 | 15 | 2 | 100 | (91) |
| Business | 52 | 45 | 3 | 100 | (86) | 52 | 29 | 15 | 4 | 100 | (91) |
| Housing | 55 | 43 | 2 | 100 | (86) | 40 | 45 | 11 | 3 | 99 | (91) |
| Tax Filing | 61 | 36 | 3 | 100 | (86) | 50 | 34 | 11 | 5 | 100 | (91) |
| Welfare | 37 | 61 | 2 | 100 | (86) | 34 | 49 | 9 | 9 | 101 | (91) |
| \$70,000 and Over | | | | | | | | | | | |
| Recreation | 88% | 11% | 1% | 100% | (233) | 80% | 9% | 5% | 6% | 100% | (240) |
| Education Services | 81 | 18 | -- | 99 | (233) | 73 | 13 | 6 | 7 | 99 | (240) |
| Legislative Information | 82 | 18 | 1 | 101 | (233) | 82 | 6 | 7 | 5 | 100 | (240) |
| Motor Vehicles | 81 | 19 | -- | 100 | (233) | 70 | 21 | 6 | 3 | 100 | (240) |
| Unemployment | 70 | 29 | 2 | 101 | (233) | 62 | 24 | 6 | 7 | 99 | (240) |
| Pension Information | 68 | 30 | 2 | 100 | (233) | 60 | 23 | 10 | 7 | 100 | (240) |
| Legal/ Social Services | 55 | 43 | 1 | 99 | (233) | 42 | 41 | 11 | 6 | 100 | (240) |
| Business | 56 | 43 | 1 | 100 | (233) | 57 | 25 | 9 | 9 | 100 | (240) |
| Housing | 49 | 49 | 2 | 100 | (233) | 46 | 28 | 13 | 13 | 100 | (240) |
| Tax Filing | 53 | 45 | 2 | 100 | (233) | 54 | 30 | 10 | 6 | 100 | (240) |
| Welfare | 36 | 62 | 3 | 101 | (233) | 38 | 40 | 9 | 13 | 100 | (240) |

TABLE 3-3c

**Willingness To Use Internet To Obtain Specific Services From [Q15 Q19]
State Government By Age**

| | Would/ Would Not Use Internet For Service (Q15) | | | | | Preferred Mode Of Contact For Service (Q19) | | | | | |
|-------------------------|--|---------------------|---------------|-------|-------|--|---------------|-------|---------------|-------|-------|
| | Would use | Would not use | Don't Know | Total | (n) | Internet | In- person | Phone | Don't Know | Total | (n) |
| 18-29 Year Olds | | | | | | | | | | | |
| Recreation | 82% | 16% | 2% | 100% | (164) | 72% | 13% | 13% | 2% | 100% | (168) |
| Education Services | 79 | 21 | -- | 100 | (164) | 59 | 28 | 13 | -- | 100 | (168) |
| Legislative Information | 66 | 33 | 2 | 101 | (164) | 66 | 14 | 17 | 3 | 100 | (168) |
| Motor Vehicles | 64 | 35 | -- | 99 | (164) | 45 | 40 | 13 | 1 | 100 | (168) |
| Unemployment | 71 | 28 | 1 | 100 | (164) | 47 | 37 | 15 | 1 | 100 | (168) |
| Pension Information | 53 | 44 | 3 | 100 | (164) | 43 | 34 | 19 | 5 | 101 | (168) |
| Legal/ Social Services | 46 | 53 | 1 | 100 | (164) | 29 | 53 | 17 | 1 | 100 | (168) |
| Business | 50 | 48 | 2 | 100 | (164) | 45 | 35 | 16 | 4 | 100 | (168) |
| Housing | 52 | 45 | 2 | 99 | (164) | 33 | 49 | 15 | 2 | 99 | (168) |
| Tax Filing | 51 | 49 | -- | 100 | (164) | 39 | 46 | 13 | 2 | 100 | (168) |
| Welfare | 36 | 62 | 2 | 100 | (164) | 24 | 48 | 22 | 5 | 99 | (168) |
| 30-49 Year Olds | | | | | | | | | | | |
| Recreation | 86% | 13 | 1% | 100% | (294) | 71% | 19% | 5% | 5% | 100% | (312) |
| Education Services | 81 | 17 | 2 | 100 | (294) | 61 | 24 | 9 | 6 | 100 | (312) |
| Legislative Information | 77 | 21 | 2 | 100 | (294) | 71 | 15 | 9 | 5 | 100 | (312) |
| Motor Vehicles | 66 | 31 | 3 | 100 | (294) | 48 | 39 | 10 | 3 | 100 | (312) |
| Unemployment | 71 | 26 | 4 | 101 | (294) | 52 | 37 | 6 | 5 | 100 | (312) |
| Pension Information | 64 | 33 | 3 | 100 | (294) | 46 | 36 | 13 | 5 | 100 | (312) |
| Legal/ Social Services | 52 | 44 | 4 | 100 | (294) | 29 | 56 | 11 | 4 | 100 | (312) |
| Business | 55 | 43 | 2 | 100 | (294) | 45 | 40 | 10 | 5 | 100 | (312) |
| Housing | 53 | 44 | 4 | 101 | (294) | 36 | 45 | 11 | 8 | 100 | (312) |
| Tax Filing | 48 | 50 | 2 | 100 | (294) | 41 | 46 | 9 | 3 | 99 | (312) |
| Welfare | 35 | 63 | 2 | 100 | (294) | 30 | 51 | 10 | 9 | 100 | (312) |

TABLE 3-3c

**Willingness To Use Internet To Obtain Specific Services [Q15 Q19]
From State Government By Age (Con't.)**

| | Would/ Would Not Use Internet For Service (Q15) | | | | | Preferred Mode Of Contact For Service (Q19) | | | | | |
|-------------------------|--|----------------------------|----------------------|--------------|------------|--|-----------------------|--------------|----------------------|--------------|------------|
| | Would <u>use</u> | Would not <u>use</u> | Don't <u>Know</u> | <u>Total</u> | <u>(n)</u> | <u>Internet</u> | <u>In- person</u> | <u>Phone</u> | Don't <u>Know</u> | <u>Total</u> | <u>(n)</u> |
| 50-64 Year Olds | | | | | | | | | | | |
| Recreation | 79% | 20% | 1% | 100% | (158) | 67% | 15% | 11% | 8% | 101% | (173) |
| Education Services | 62 | 34 | 3 | 99 | (158) | 61 | 19 | 9 | 11 | 100 | (173) |
| Legislative Information | 68 | 31 | 1 | 100 | (158) | 66 | 15 | 10 | 9 | 100 | (173) |
| Motor Vehicles | 63 | 35 | 2 | 100 | (158) | 47 | 32 | 10 | 11 | 100 | (173) |
| Unemployment | 50 | 49 | 1 | 100 | (158) | 51 | 30 | 10 | 8 | 99 | (173) |
| Pension Information | 64 | 33 | 3 | 100 | (158) | 40 | 31 | 20 | 9 | 100 | (173) |
| Legal/ Social Services | 43 | 55 | 3 | 101 | (158) | 29 | 47 | 14 | 9 | 99 | (173) |
| Business | 34 | 64 | 2 | 100 | (158) | 40 | 29 | 17 | 14 | 100 | (173) |
| Housing | 33 | 64 | 3 | 100 | (158) | 33 | 31 | 17 | 19 | 100 | (173) |
| Tax Filing | 39 | 55 | 6 | 100 | (158) | 36 | 43 | 12 | 10 | 101 | (173) |
| Welfare | 21 | 76 | 3 | 100 | (158) | 29 | 43 | 12 | 15 | 99 | (173) |
| 65 and Older | | | | | | | | | | | |
| Recreation | 39% | 55% | 6% | 100% | (57) | 19% | 38% | 25% | 17% | 99% | (116) |
| Education Services | 37 | 59 | 4 | 100 | (57) | 15 | 38 | 20 | 27 | 100 | (116) |
| Legislative Information | 40 | 50 | 10 | 100 | (57) | 21 | 38 | 23 | 18 | 100 | (116) |
| Motor Vehicles | 36 | 49 | 14 | 99 | (57) | 12 | 50 | 15 | 23 | 100 | (116) |
| Unemployment | 13 | 81 | 5 | 99 | (57) | 17 | 27 | 21 | 36 | 101 | (116) |
| Pension Information | 33 | 58 | 9 | 100 | (57) | 12 | 45 | 26 | 17 | 100 | (116) |
| Legal/ Social Services | 14 | 73 | 13 | 100 | (57) | 8 | 66 | 14 | 11 | 99 | (116) |
| Business | 19 | 77 | 4 | 100 | (57) | 9 | 45 | 18 | 28 | 100 | (116) |
| Housing | 18 | 72 | 10 | 100 | (57) | 12 | 42 | 23 | 23 | 100 | (116) |
| Tax Filing | 34 | 58 | 7 | 99 | (57) | 12 | 52 | 14 | 22 | 100 | (116) |
| Welfare | 9 | 81 | 10 | 100 | (57) | 3 | 46 | 17 | 33 | 99 | (116) |

TABLE 3-3d

Willingness To Use Internet To Obtain Specific Services From State Government By Race [Q15 Q19]

| | Would/ Would Not Use Internet For Service (Q15) | | | | | Preferred Mode Of Contact For Service (Q19) | | | | | |
|-------------------------|--|----------------------------|----------------------|--------------|------------|--|-----------------------|--------------|----------------------|--------------|------------|
| | Would <u>use</u> | Would not <u>use</u> | Don't <u>Know</u> | <u>Total</u> | <u>(n)</u> | <u>Internet</u> | <u>In- person</u> | <u>Phone</u> | Don't <u>Know</u> | <u>Total</u> | <u>(n)</u> |
| White | | | | | | | | | | | |
| Recreation | 82% | 16% | 1% | 99% | (500) | 64% | 18% | 11% | 7% | 100% | (576) |
| Education Services | 72 | 27 | 1 | 100 | (500) | 55 | 23 | 12 | 10 | 100 | (576) |
| Legislative Information | 68 | 30 | 1 | 99 | (500) | 63 | 17 | 14 | 7 | 101 | (576) |
| Motor Vehicles | 65 | 32 | 3 | 100 | (500) | 45 | 37 | 11 | 7 | 100 | (576) |
| Unemployment | 60 | 38 | 2 | 100 | (500) | 47 | 32 | 10 | 11 | 100 | (576) |
| Pension Information | 59 | 39 | 2 | 100 | (500) | 42 | 34 | 17 | 8 | 101 | (576) |
| Legal/ Social Services | 45 | 52 | 3 | 100 | (500) | 26 | 55 | 13 | 6 | 100 | (576) |
| Business | 41 | 57 | 2 | 100 | (500) | 40 | 36 | 14 | 10 | 100 | (576) |
| Housing | 41 | 55 | 4 | 100 | (500) | 32 | 39 | 16 | 13 | 100 | (576) |
| Tax Filing | 47 | 50 | 2 | 99 | (500) | 39 | 43 | 12 | 7 | 101 | (576) |
| Welfare | 29 | 68 | 3 | 100 | (500) | 26 | 48 | 13 | 13 | 100 | (576) |
| Non-white | | | | | | | | | | | |
| Recreation | 74% | 24% | 2% | 100% | (176) | 57% | 27% | 10% | 7% | 101% | (195) |
| Education Services | 77 | 19 | 4 | 100 | (176) | 49 | 32 | 13 | 6 | 100 | (195) |
| Legislative Information | 70 | 26 | 4 | 100 | (176) | 57 | 22 | 12 | 8 | 99 | (195) |
| Motor Vehicles | 57 | 39 | 4 | 100 | (176) | 36 | 46 | 12 | 7 | 101 | (195) |
| Unemployment | 65 | 31 | 5 | 101 | (176) | 41 | 41 | 12 | 5 | 99 | (195) |
| Pension Information | 60 | 34 | 6 | 100 | (176) | 34 | 40 | 21 | 6 | 101 | (195) |
| Legal/ Social Services | 49 | 45 | 6 | 100 | (176) | 28 | 55 | 13 | 4 | 100 | (195) |
| Business | 59 | 38 | 3 | 100 | (176) | 38 | 40 | 13 | 8 | 99 | (195) |
| Housing | 57 | 39 | 4 | 100 | (176) | 30 | 52 | 12 | 6 | 100 | (195) |
| Tax Filing | 40 | 57 | 3 | 100 | (176) | 28 | 54 | 11 | 8 | 101 | (195) |
| Welfare | 33 | 64 | 3 | 100 | (176) | 23 | 50 | 16 | 11 | 100 | (195) |

TABLE 3-3e

**Willingness To Use Internet To Obtain Specific Services [Q15 Q19]
From State Government By Education**

| | Would/ Would Not Use Internet For Service (Q15) | | | | | Preferred Mode Of Contact For Service (Q19) | | | | | |
|----------------------------------|--|---------------------|---------------|-------|-------|--|---------------|-------|---------------|-------|-------|
| | Would use | Would not use | Don't Know | Total | (n) | Internet | In- person | Phone | Don't Know | Total | (n) |
| High School or Less | | | | | | | | | | | |
| Recreation | 71% | 26% | 3% | 100% | (189) | 46% | 29% | 15% | 10% | 100% | (252) |
| Education Services | 65 | 31 | 4 | 100 | (189) | 38 | 33 | 15 | 14 | 100 | (252) |
| Legislative Information | 55 | 41 | 4 | 100 | (189) | 43 | 28 | 17 | 12 | 100 | (252) |
| Motor Vehicles | 49 | 44 | 6 | 99 | (189) | 23 | 52 | 13 | 11 | 99 | (252) |
| Unemployment | 55 | 41 | 4 | 100 | (189) | 36 | 38 | 12 | 14 | 100 | (252) |
| Pension Information | 52 | 42 | 7 | 101 | (189) | 25 | 44 | 21 | 9 | 99 | (252) |
| Legal/ Social Services | 36 | 59 | 6 | 101 | (189) | 17 | 63 | 13 | 7 | 100 | (252) |
| Business | 37 | 61 | 2 | 100 | (189) | 24 | 46 | 17 | 12 | 99 | (252) |
| Housing | 40 | 54 | 6 | 100 | (189) | 24 | 48 | 15 | 13 | 100 | (252) |
| Tax Filing | 36 | 60 | 4 | 100 | (189) | 20 | 60 | 12 | 9 | 101 | (252) |
| Welfare | 25 | 72 | 3 | 100 | (189) | 17 | 51 | 17 | 14 | 99 | (252) |
| At Least Some College | | | | | | | | | | | |
| Recreation | 85% | 14% | 1% | 100% | (516) | 75% | 12% | 8% | 5% | 100% | (553) |
| Education Services | 78 | 20 | 1 | 99 | (516) | 66 | 18 | 10 | 5 | 99 | (553) |
| Legislative Information | 79 | 20 | 2 | 101 | (516) | 75 | 10 | 10 | 5 | 100 | (553) |
| Motor Vehicles | 71 | 28 | 2 | 101 | (516) | 57 | 28 | 10 | 5 | 100 | (553) |
| Unemployment | 65 | 32 | 2 | 99 | (516) | 53 | 31 | 10 | 6 | 100 | (553) |
| Pension Information | 63 | 35 | 2 | 100 | (516) | 50 | 29 | 15 | 6 | 100 | (553) |
| Legal/ Social Services | 53 | 44 | 3 | 100 | (516) | 34 | 48 | 13 | 5 | 100 | (553) |
| Business | 52 | 45 | 3 | 100 | (516) | 51 | 29 | 12 | 8 | 100 | (553) |
| Housing | 49 | 49 | 3 | 101 | (516) | 37 | 38 | 15 | 11 | 101 | (553) |
| Tax Filing | 51 | 46 | 3 | 100 | (516) | 47 | 35 | 11 | 7 | 100 | (553) |
| Welfare | 34 | 64 | 3 | 101 | (516) | 31 | 45 | 12 | 13 | 101 | (553) |

TABLE 3-3f

**Willingness To Use Internet To Obtain Specific
Services From State Government By Type Of
Community [Q15 Q19]**

| | Would/ Would Not Use Internet For Service (Q15) | | | | | Preferred Mode Of Contact For Service (Q19) | | | | | |
|------------------------------------|--|----------------------------|----------------------|--------------|------------|--|-----------------------|--------------|----------------------|--------------|------------|
| | Would <u>use</u> | Would not <u>use</u> | Don't <u>Know</u> | <u>Total</u> | <u>(n)</u> | <u>Internet</u> | <u>In- person</u> | <u>Phone</u> | Don't <u>Know</u> | <u>Total</u> | <u>(n)</u> |
| Major Urban Center | | | | | | | | | | | |
| Recreation | 72% | 28% | --% | 100% | (50) | 52% | 33% | 11% | 4% | 100% | (59) |
| Education Services | 85 | 13 | 2 | 100 | (50) | 41 | 40 | 16 | 3 | 100 | (59) |
| Legislative Information | 78 | 19 | 3 | 100 | (50) | 46 | 30 | 21 | 4 | 101 | (59) |
| Motor Vehicles | 60 | 39 | 1 | 100 | (50) | 23 | 56 | 10 | 11 | 100 | (59) |
| Unemployment | 62 | 38 | -- | 100 | (50) | 39 | 45 | 10 | 6 | 100 | (59) |
| Pension Information | 65 | 28 | 7 | 100 | (50) | 28 | 47 | 22 | 3 | 100 | (59) |
| Legal/ Social Services | 52 | 42 | 7 | 101 | (50) | 23 | 59 | 14 | 4 | 100 | (59) |
| Business | 59 | 37 | 3 | 99 | (50) | 28 | 50 | 14 | 7 | 99 | (59) |
| Housing | 65 | 32 | 3 | 100 | (50) | 23 | 59 | 11 | 7 | 100 | (59) |
| Tax Filing | 43 | 56 | 1 | 100 | (50) | 25 | 63 | 8 | 3 | 99 | (59) |
| Welfare | 35 | 65 | -- | 100 | (50) | 24 | 52 | 20 | 3 | 99 | (59) |
| Other Urban Areas | | | | | | | | | | | |
| Recreation | 77% | 21% | 2% | 100% | (107) | 58% | 23% | 14% | 5% | 100% | (125) |
| Education Services | 69 | 30 | 1 | 100 | (107) | 51 | 33 | 10 | 6 | 100 | (125) |
| Legislative Information | 57 | 41 | 2 | 100 | (107) | 56 | 29 | 9 | 7 | 101 | (125) |
| Motor Vehicles | 55 | 42 | 3 | 100 | (107) | 35 | 45 | 13 | 7 | 100 | (125) |
| Unemployment | 59 | 40 | 1 | 100 | (107) | 39 | 44 | 11 | 6 | 100 | (125) |
| Pension Information | 58 | 42 | 1 | 101 | (107) | 36 | 44 | 14 | 6 | 100 | (125) |
| Legal/ Social Services | 40 | 59 | 1 | 100 | (107) | 23 | 65 | 10 | 2 | 100 | (125) |
| Business | 47 | 49 | 4 | 100 | (107) | 36 | 44 | 13 | 7 | 100 | (125) |
| Housing | 46 | 52 | 2 | 100 | (107) | 24 | 57 | 12 | 8 | 101 | (125) |
| Tax Filing | 43 | 56 | 1 | 100 | (107) | 26 | 57 | 14 | 3 | 100 | (125) |
| Welfare | 31 | 65 | 4 | 100 | (107) | 19 | 56 | 15 | 10 | 100 | (125) |
| Older Community/ Suburb | | | | | | | | | | | |
| Recreation | 79% | 20% | 1% | 100 | (128) | 61% | 17% | 14% | 7% | 99% | (145) |
| Education Services | 73 | 27 | -- | 100 | (128) | 57 | 19 | 12 | 11 | 99 | (145) |
| Legislative Information | 73 | 25 | 1 | 99 | (128) | 67 | 11 | 14 | 8 | 100 | (145) |
| Motor Vehicles | 63 | 36 | 1 | 100 | (128) | 49 | 33 | 13 | 5 | 100 | (145) |
| Unemployment | 57 | 41 | 2 | 100 | (128) | 44 | 33 | 11 | 11 | 99 | (145) |
| Pension Information | 61 | 38 | 1 | 100 | (128) | 44 | 27 | 19 | 9 | 99 | (145) |
| Legal/ Social Services | 47 | 52 | 2 | 101 | (128) | 32 | 48 | 14 | 6 | 100 | (145) |
| Business | 45 | 54 | 1 | 100 | (128) | 42 | 32 | 12 | 14 | 100 | (145) |
| Housing | 42 | 57 | 1 | 100 | (128) | 31 | 37 | 17 | 15 | 100 | (145) |
| Tax Filing | 46 | 50 | 4 | 100 | (128) | 42 | 41 | 10 | 7 | 101 | (145) |

| | | | | | | | | | | | |
|---------|----|----|---|-----|-------|----|----|---|----|-----|-------|
| Welfare | 29 | 69 | 2 | 100 | (128) | 28 | 47 | 8 | 17 | 100 | (145) |
|---------|----|----|---|-----|-------|----|----|---|----|-----|-------|

TABLE 3-3f

Willingness To Use Internet To Obtain Specific Services From State Government By Type Of Community (Con't.) [Q15 Q19]

| | Would/ Would Not Use Internet For Service (Q15) | | | | | Preferred Mode Of Contact For Service (Q19) | | | | | |
|-------------------------|--|---------------------|---------------|-------|-------|--|---------------|-------|---------------|-------|-------|
| | Would use | Would not use | Don't Know | Total | (n) | Internet | In- person | Phone | Don't Know | Total | (n) |
| Newer Suburb | | | | | | | | | | | |
| Recreation | 83% | 16% | 1% | 100% | (241) | 67% | 15% | 10% | 8% | 100% | (269) |
| Education Services | 73 | 24 | 3 | 100 | (241) | 57 | 23 | 13 | 7 | 100 | (269) |
| Legislative Information | 69 | 28 | 2 | 99 | (241) | 64 | 14 | 16 | 6 | 100 | (269) |
| Motor Vehicles | 66 | 30 | 4 | 100 | (241) | 49 | 31 | 13 | 7 | 100 | (269) |
| Unemployment | 64 | 33 | 3 | 100 | (241) | 49 | 28 | 13 | 10 | 100 | (269) |
| Pension Information | 60 | 37 | 3 | 100 | (241) | 41 | 31 | 21 | 7 | 100 | (269) |
| Legal/ Social Services | 52 | 44 | 4 | 100 | (241) | 28 | 50 | 16 | 6 | 100 | (269) |
| Business | 41 | 57 | 2 | 100 | (241) | 43 | 29 | 16 | 12 | 100 | (269) |
| Housing | 46 | 49 | 5 | 100 | (241) | 35 | 36 | 17 | 12 | 100 | (269) |
| Tax Filing | 48 | 50 | 2 | 100 | (241) | 40 | 39 | 13 | 8 | 100 | (269) |
| Welfare | 34 | 63 | 2 | 99 | (241) | 25 | 44 | 17 | 14 | 100 | (269) |
| Rural | | | | | | | | | | | |
| Recreation | 88% | 11% | 1% | 100% | (123) | 71% | 17% | 7% | 6% | 101% | (140) |
| Education Services | 75 | 24 | 1 | 100 | (123) | 62 | 18 | 10 | 11 | 101 | (140) |
| Legislative Information | 78 | 22 | 1 | 101 | (123) | 71 | 12 | 10 | 7 | 100 | (140) |
| Motor Vehicles | 75 | 23 | 1 | 99 | (123) | 45 | 43 | 5 | 7 | 100 | (140) |
| Unemployment | 69 | 29 | 2 | 100 | (123) | 54 | 30 | 8 | 8 | 100 | (140) |
| Pension Information | 58 | 39 | 3 | 100 | (123) | 46 | 36 | 13 | 5 | 100 | (140) |
| Legal/ Social Services | 47 | 49 | 4 | 100 | (123) | 25 | 59 | 9 | 7 | 100 | (140) |
| Business | 52 | 47 | 1 | 100 | (123) | 43 | 40 | 12 | 5 | 100 | (140) |
| Housing | 44 | 54 | 2 | 100 | (123) | 39 | 34 | 15 | 12 | 100 | (140) |
| Tax Filing | 51 | 47 | 2 | 100 | (123) | 39 | 42 | 9 | 10 | 100 | (140) |
| Welfare | 26 | 72 | 2 | 100 | (123) | 27 | 50 | 11 | 13 | 101 | (140) |

CHAPTER 4: INTERNET BENEFITS AND COSTS

A. Introduction

This chapter examines positive and negative factors that might affect use of the Internet to contact state agencies: past use of government web sites and reasons for using them, the importance of various web-page characteristics to citizens, concerns about privacy and security of information given over the Internet to government and non-government entities, the effects of concerns on willingness to contact state government online, and how government policies and procedures might affect the level of concerns about privacy.

B. Previous Contacts with Government Agencies on the Internet

Thirty-one percent of New Jersey Internet users have used the Internet to obtain government services, information, forms or other types of assistance. Table 4-1 shows that convenience (87%) and to a lesser extent response time (68%) are major reasons for use of government web sites. These reasons are consistently important across different subgroups of government website visitors.

C. Evaluation of Website Features

The full sample of New Jerseyans was asked to rate the importance of four web-page qualities. Table 4-2 shows that ease of use is the characteristic rated very important by the largest number of residents (70%), followed by links to other government sites (50%) and having a standardized format (44%), with the ability to personalize the site for services and information being the characteristic least often rated very important by New Jerseyans (34%). The demographic differences in the importance of web page characteristics emerge as well.

Age. Seniors are less likely than 18-29s, 30-49s, and 50-64s to rate as very important “easy to use” (35% vs. 77%, 78%, and 73%, respectively), links to other government web sites (25% vs. 52%, 55%, and 53%, respectively), or that it have a standard format (19% vs. 43%, 52%, 47%, respectively).

Education. Similarly, better educated New Jerseyans are more likely than those with less education to say that it is very important the web sites be easy to use (83% vs.

55%), have a standard format (53% vs. 34%), have links to other government sites (60% vs. 37%), or can be personalized (39% vs. 28%).

Income. This same pattern held as well for income, with high income residents who seem to have been most likely to embrace the Internet also rating ease of use, standard formats and links to other sites as very important more often than those who are less affluent.

Race. While racial differences are smaller, non-whites are more likely than whites to rate as very important the ability to personalize the site (41% vs. 32%).

D. New Jerseyans' Concerns about the Internet

The Table 4-3 series shows that many New Jerseyans – users as well as non-users – are uncomfortable about the security of their personal and financial information online. Indeed, almost 2-out-of-3 who have shopped on the Internet are concerned (38% very concerned and 28% somewhat concerned) about the security of their credit cards (Table 4-3a). These concerns are even greater among both the broader segment of Internet users and the New Jersey population in general than they are among Internet shoppers. The majority of Internet users are uncomfortable giving personal (22% not very comfortable and 55% not at all comfortable) and financial (19% not very comfortable and 61% not at all comfortable) information online (Table 4-3b). Similarly, a majority of New Jerseyans are uncomfortable giving the state either personal information (21% not very comfortable and 56% not at all comfortable) or financial information (18% not very comfortable and 59% not at all comfortable) on the Internet (Table 4-3c). Table 4-3d shows 17 percent approve of giving state government the ability to acquire personal and/or financial information on the Internet.

It should be noted that while demand for state services (as measured by the number of contacts made in the past year for different types of state services) has little relationship with comfort providing information over the Internet, willingness to use the Internet to obtain a high number of state services does seem to be related to comfort. Among all New Jerseyans, 18 percent of those who report no contact in the previous year with state government are comfortable providing personal information online to state

government, compared to 24 percent of the high contact group, resulting in a 6 percentage point difference in comfort. The difference between the comfort levels increases when focus shifts to those who prefer the Internet. Among all New Jerseyans, 45 percent of those who would prefer to contact the state by Internet for at least 9 services are comfortable providing personal information online to the state; in contrast, only 7 percent of those who prefer the other modes of contact over the Internet in order to obtain services are comfortable providing personal information to the state over the Internet, resulting in a 38 percentage point difference in comfort.

Privacy and security concerns are common in all segments of New Jerseyans, but these concerns are higher among those who did not attend college, less affluent, older, and female residents.

Education. The Table 4-3 series shows that less educated residents are substantially more likely than better educated ones to be “not at all comfortable” giving personal (66% vs. 47%, respectively) or financial information (72% vs. 53%) over the Internet, and to be “not at all comfortable” giving personal (67% vs. 47%) or financial (67% vs. 52%) to state government over the Internet. While few approve of the state having the ability to acquire personal and financial information online, less educated residents are less likely than better educated ones to approve of it (12% vs. 20%, respectively). The education differences, however, are smaller among Internet shoppers, with 41 percent of less educated residents compared with 36 percent of those who are better educated being very concerned about giving their credit card information over the Internet.

Age. Privacy concerns increase with age. While 44 percent of 18-29 year old Internet users are not at all comfortable giving personal information over the Internet, the proportion increases to 53 percent among 30-49s, 63 percent among 50-64s, and 72 percent among those 65 and over. Similarly, 50 percent of those 18-29 years old are “not at all comfortable” giving financial information over the Internet, compared with 60 percent of 30-49s, 65 percent of 50-64s and 86 percent of seniors. Similar patterns emerge when the full sample of New Jerseyans was asked about providing personal and

financial information to the state over the Internet. The proportions who are not at all comfortable providing personal or financial information to the state over the Internet are lowest among those 18-29 (40% and 35%, respectively), increase among New Jerseyans 30-49 (53% and 56%, respectively), 50-64 (61% and 69%, respectively), and are highest among those 65 and older (78% and 83%, respectively). Likewise, giving the state the ability to gather personal and financial information online is supported by only a minority of those under 30 (28% approve), but the minorities become smaller among 30-49s (17% approve), 50-64s (13% approve) and those over 65 (6% approve).

Gender. Privacy concerns are more common among women than men. The Table 4-3 series shows that among users, women are more likely than men to be “not at all comfortable” giving personal information (63% vs. 45%) or financial information online (68% vs. 52%). This gender gap occurs as well with the entire sample of New Jerseyans when the focus narrows to state government. Sixty-three percent of women compared with 47 percent of men are not at all comfortable giving the state personal information over the Internet and 64 percent of women compared with 52 percent of men are not at all comfortable providing financial information to the state online as well. While 21 percent of men approve of giving the state the ability to acquire personal and financial information online, 12 percent of women do.

E. Security Policies

State policies guaranteeing the security of information provided to it online allay some residents’ fears. Table 4-4 shows that about 1-in-3 of those uncomfortable giving personal or financial information to the state over the Internet would feel more comfortable if a state policy guaranteed the security of that information. Security policies are slightly more likely to increase the comfort of better educated residents concerned about personal information (40% vs. 33% of less educated) and financial information (36% vs. 31% among less educated); these same pledges comfort 18-29 year olds (46% more comfortable for either personal or financial information) more than 30-49s (37% for personal and 35% for financial), 50-64s (37% for personal and 35% for financial), or those over 65 (31% for personal and 26% for financial); and they make slightly more

women than men feel more comfortable providing personal information (39% vs. 33%, respectively) and financial information (37% vs. 30% respectively).

F. Shared Internet Information

Table 4-5 shows that majorities of New Jerseyans express concern at the thought that information the state receives might be shared within a single state agency (38% very concerned and 26% somewhat concerned), across state agencies (41% very and 26% somewhat concerned), and between the state, local and federal governments (40% very and 29% somewhat concerned). These concerns are widespread and shared across demographic groups.

G. Overall Assessment of Internet Use

Table 4-6 shows that a plurality of New Jerseyans sees the Internet as a good thing because it can assist people in getting government information (48%), but that many others say it is a bad thing because it could intrude on privacy (40%). Demographic differences emerge as well, with younger, better educated, more affluent New Jerseyans, and men being more likely to see the Internet as a good thing. Residents under 30 are more than twice as likely as those over 65 to say the Internet is a good thing; the proportion willing to say the Internet is good gradually declines with age, falling from 61 percent among the under 30s, to 54 percent in the 30-49 group, 40 percent in the 50-64 group, and 24 percent among those 65 and over. New Jerseyans who did not attend college are only about half as likely as better educated residents to view the Internet as a good thing (33% vs. 60%, respectively). New Jerseyans with family incomes of under \$30,000 are more likely to think the Internet is a bad thing than a good thing (51% vs. 38%), and they are substantially less likely than those with family incomes of \$70,000 or more per year to see the Internet as good (38% vs. 61%, respectively). Women are less likely than men to see the Internet as a good thing (42% vs. 54%), with a narrow plurality of women actually saying the Internet is bad (46%).

TABLE 4-1**Reasons For Using The Internet To Obtain Government Services [Q 17]**

| | <u>Major Reason</u> | <u>Minor Reason</u> | <u>Not A Reason</u> | <u>Don't Know</u> | <u>Total</u> | <u>(n)</u> |
|---------------|---------------------|---------------------|---------------------|-------------------|--------------|------------|
| Cost | 16% | 24% | 59% | 1% | 100% | (250) |
| Convenience | 87 | 8 | 5 | -- | 100 | (250) |
| Response time | 68 | 12 | 19 | -- | 99 | (250) |

TABLE 4-2

Importance Of Web Page Characteristics [Q 20]

| | <u>Easy to use</u> | | | | | <u>Standardized Format</u> | | | | | | | | |
|------------------------|-----------------------|---------------------------|---------------------------|-----------------------------|-------------------|----------------------------|--------------|-----------------------|---------------------------|---------------------------|-----------------------------|-------------------|--------------|--------------|
| | <u>Very Important</u> | <u>Somewhat Important</u> | <u>Not Very Important</u> | <u>Not at all Important</u> | <u>Don't Know</u> | <u>Total</u> | <u>(n)</u> | <u>Very Important</u> | <u>Somewhat Important</u> | <u>Not Very Important</u> | <u>Not at all Important</u> | <u>Don't Know</u> | <u>Total</u> | <u>(n)</u> |
| TOTAL | 70% | 11% | 2% | 10% | 6% | 99% | (805) | 44% | 25% | 9% | 13% | 10% | 101% | (805) |
| <u>Education</u> | | | | | | | | | | | | | | |
| -- High School or Less | 55 | 13 | 4 | 17 | 12 | 101 | (252) | 34 | 22 | 9 | 18 | 17 | 100 | (252) |
| -- Some College | 83 | 9 | 1 | 4 | 2 | 99 | (553) | 53 | 27 | 8 | 8 | 3 | 99 | (553) |
| <u>Race</u> | | | | | | | | | | | | | | |
| -- White | 73 | 9 | 2 | 11 | 6 | 101 | (576) | 45 | 23 | 9 | 14 | 9 | 100 | (576) |
| -- Non-white | 68 | 15 | 5 | 7 | 5 | 100 | (195) | 45 | 29 | 10 | 9 | 7 | 100 | (195) |
| <u>Age</u> | | | | | | | | | | | | | | |
| -- 18 to 29 | 77 | 15 | 3 | 3 | 2 | 100 | (168) | 43 | 30 | 16 | 7 | 4 | 100 | (168) |
| -- 30 to 49 | 78 | 12 | 2 | 7 | 1 | 100 | (312) | 52 | 27 | 8 | 10 | 3 | 100 | (312) |
| -- 50 to 64 | 73 | 9 | 3 | 8 | 7 | 100 | (173) | 47 | 26 | 6 | 10 | 11 | 100 | (173) |
| -- 65 and older | 35 | 6 | 2 | 30 | 27 | 100 | (116) | 19 | 13 | 6 | 31 | 30 | 99 | (116) |
| <u>Income</u> | | | | | | | | | | | | | | |
| -- Under \$30,000 | 64 | 10 | 1 | 9 | 16 | 100 | (101) | 41 | 14 | 8 | 17 | 19 | 99 | (101) |
| -- \$30,000 - \$49,999 | 67 | 16 | 3 | 13 | 1 | 100 | (124) | 42 | 28 | 13 | 12 | 5 | 100 | (124) |
| -- \$50,000 - \$69,999 | 77 | 15 | 1 | 5 | 1 | 99 | (91) | 61 | 26 | 4 | 6 | 3 | 100 | (91) |
| -- \$70,000 or more | 85 | 7 | 3 | 3 | 2 | 100 | (240) | 50 | 28 | 9 | 8 | 4 | 99 | (240) |

TABLE 4-2

**Importance Of Web Page Characteristics [Q 20]
(Con't)**

| | Link To Other Government Web Sites | | | | | | | Can Personalize Site For Service Information | | | | | | |
|------------------------|------------------------------------|-----------------------|-----------------------|-------------------------|---------------|-------------|--------------|--|-----------------------|-----------------------|-------------------------|---------------|------------|--------------|
| | Very Important | Somewhat Important | Not Very Important | Not at all Important | Don't Know | Total | (n) | Very Important | Somewhat Important | Not Very Important | Not at all Important | Don't Know | Total | (n) |
| TOTAL | 50% | 26% | 6% | 11% | 7% | 100% | (805) | 34% | 28% | 13% | 16% | 8% | 99% | (805) |
| <u>Education</u> | | | | | | | | | | | | | | |
| -- High School or Less | 37 | 27 | 7 | 15 | 13 | 99 | (252) | 28 | 27 | 11 | 19 | 15 | 100 | (252) |
| -- Some College | 60 | 26 | 5 | 7 | 2 | 100 | (553) | 39 | 30 | 15 | 14 | 2 | 100 | (553) |
| <u>Race</u> | | | | | | | | | | | | | | |
| -- White | 48 | 27 | 6 | 12 | 7 | 100 | (576) | 32 | 27 | 15 | 17 | 8 | 99 | (576) |
| -- Non-white | 54 | 24 | 7 | 8 | 7 | 100 | (196) | 41 | 31 | 8 | 11 | 9 | 100 | (196) |
| <u>Age</u> | | | | | | | | | | | | | | |
| -- 18 to 29 | 52 | 33 | 7 | 5 | 2 | 99 | (168) | 38 | 37 | 13 | 10 | 2 | 100 | (168) |
| -- 30 to 49 | 55 | 29 | 5 | 8 | 3 | 100 | (312) | 39 | 31 | 14 | 12 | 4 | 100 | (312) |
| -- 50 to 64 | 53 | 27 | 4 | 7 | 8 | 99 | (173) | 30 | 28 | 17 | 17 | 8 | 100 | (173) |
| -- 65 and older | 25 | 13 | 9 | 28 | 25 | 100 | (116) | 21 | 11 | 7 | 35 | 27 | 101 | (116) |
| <u>Income</u> | | | | | | | | | | | | | | |
| -- Under \$30,000 | 47 | 21 | 10 | 11 | 12 | 101 | (101) | 39 | 20 | 9 | 18 | 14 | 100 | (101) |
| -- \$30,000 - \$49,999 | 47 | 32 | 3 | 15 | 3 | 100 | (124) | 34 | 37 | 8 | 16 | 4 | 99 | (124) |
| -- \$50,000 - \$69,999 | 65 | 25 | 4 | 6 | -- | 100 | (91) | 44 | 30 | 9 | 12 | 4 | 99 | (91) |
| -- \$70,000 or more | 58 | 30 | 5 | 4 | 4 | 101 | (240) | 37 | 28 | 18 | 13 | 3 | 99 | (240) |

TABLE 4-3a

Internet Shoppers' Concerns about Credit Card Security [Q 12b]

| | <u>Very Concerned</u> | <u>Somewhat Concerned</u> | <u>Not Very Concerned</u> | <u>Not at all Concerned</u> | <u>Didn't use a Credit Card</u> | <u>Don't Know</u> | <u>Total</u> | <u>(n)</u> |
|------------------------|---------------------------|-------------------------------|-------------------------------|---------------------------------|---|-----------------------|--------------|--------------|
| TOTAL | 37% | 28% | 16% | 14% | 5% | --% | 100% | (361) |
| <u>Gender</u> | | | | | | | | |
| -- Male | 34 | 26 | 17 | 17 | 6 | -- | 100 | (193) |
| -- Female | 41 | 30 | 15 | 10 | 5 | -- | 101 | (168) |
| <u>Education</u> | | | | | | | | |
| -- High School or Less | 41 | 19 | 16 | 12 | 13 | -- | 101 | (50) |
| -- Some College | 36 | 30 | 16 | 14 | 3 | -- | 99 | (311) |
| <u>Age</u> | | | | | | | | |
| -- 18 to 29 | 28 | 28 | 17 | 23 | 4 | -- | 100 | (85) |
| -- 30 to 49 | 37 | 30 | 17 | 10 | 6 | -- | 100 | (163) |
| -- 50 to 64 | 48 | 24 | 12 | 11 | 5 | 1 | 101 | (87) |
| -- 65 and older | 49 | 9 | 11 | 26 | 6 | -- | 101 | (15) |
| <u>Income</u> | | | | | | | | |
| -- Under \$30,000 | 14 | 27 | 31 | 23 | 4 | -- | 99 | (17) |
| -- \$30,000 - \$49,999 | 45 | 25 | 14 | 7 | 9 | -- | 100 | (44) |
| -- \$50,000 - \$69,999 | 36 | 36 | 9 | 15 | 4 | -- | 100 | (53) |
| -- \$70,000 or more | 30 | 28 | 19 | 18 | 5 | -- | 100 | (163) |

TABLE 4-3b

Internet Users' Comfort Giving Information Over The Internet [Q 13 Q 14]

| | <u>Comfort Giving Personal Information Over Internet (Q13)</u> | | | | | | | <u>Comfort Giving Financial Information Over Internet (Q14)</u> | | | | | | |
|------------------------|--|---|---|---|--------------------------------|-----------------------------|----------------------------|---|---|---|---|--------------------------------|-----------------------------|----------------------------|
| | <u>Very Comfortable</u> 4% | <u>Somewhat Comfortable</u> 17% | <u>Not Very Comfortable</u> 22% | <u>Not at all Comfortable</u> 55% | <u>Don't Know</u> 2% | <u>Total</u> 100% | <u>(n)</u> (705) | <u>Very Comfortable</u> 5% | <u>Somewhat Comfortable</u> 14% | <u>Not Very Comfortable</u> 19% | <u>Not at all Comfortable</u> 61% | <u>Don't Know</u> 1% | <u>Total</u> 100% | <u>(n)</u> (705) |
| TOTAL | | | | | | | | | | | | | | |
| <u>Gender</u> | | | | | | | | | | | | | | |
| -- Male | 6 | 23 | 23 | 45 | 3 | 100 | (332) | 6 | 21 | 19 | 52 | 2 | 100 | (332) |
| -- Female | 3 | 12 | 21 | 63 | 1 | 100 | (373) | 3 | 9 | 18 | 68 | 1 | 99 | (373) |
| <u>Education</u> | | | | | | | | | | | | | | |
| -- High School or Less | 3 | 12 | 16 | 66 | 3 | 100 | (189) | 3 | 10 | 12 | 72 | 3 | 100 | (189) |
| -- Some College | 5 | 21 | 26 | 47 | 1 | 100 | (516) | 5 | 17 | 24 | 53 | 1 | 100 | (516) |
| <u>Age</u> | | | | | | | | | | | | | | |
| -- 18 to 29 | 6 | 25 | 24 | 44 | -- | 99 | (164) | 5 | 20 | 24 | 50 | 1 | 100 | (164) |
| -- 30 to 49 | 2 | 20 | 23 | 53 | 2 | 100 | (294) | 4 | 16 | 18 | 60 | 2 | 100 | (294) |
| -- 50 to 64 | 5 | 9 | 22 | 63 | 1 | 100 | (158) | 4 | 9 | 21 | 65 | 1 | 100 | (158) |
| -- 65 and older | 6 | 6 | 14 | 72 | 2 | 100 | (57) | 3 | 4 | 3 | 86 | 3 | 99 | (57) |
| <u>Income</u> | | | | | | | | | | | | | | |
| -- Under \$30,000 | 4 | 19 | 25 | 52 | -- | 100 | (74) | 6 | 8 | 17 | 68 | -- | 99 | (74) |
| -- \$30,000 - \$49,999 | 5 | 16 | 22 | 57 | 1 | 101 | (110) | 4 | 19 | 15 | 63 | -- | 101 | (110) |
| -- \$50,000 - \$69,999 | 5 | 16 | 28 | 51 | -- | 100 | (86) | 4 | 12 | 18 | 63 | 2 | 99 | (86) |
| -- \$70,000 or more | 6 | 25 | 27 | 42 | 1 | 101 | (233) | 6 | 18 | 28 | 46 | 1 | 99 | (233) |

TABLE 4-3c

**New Jerseyans' Comfort Giving Information To State
Government Over The Internet**

[Q 23a Q24a]

| | Comfort Giving Personal Information To State Over Internet (Q23a) | | | | | | | Comfort Giving Financial Information To State Over Internet (Q23b) | | | | | | |
|------------------------|---|-------------------------|-------------------------|---------------------------|---------------|-------------|--------------|--|-------------------------|-------------------------|---------------------------|---------------|-------------|--------------|
| | Very Comfortable | Somewhat Comfortable | Not Very Comfortable | Not at all Comfortable | Don't Know | Total | (n) | Very Comfortable | Somewhat Comfortable | Not Very Comfortable | Not at all Comfortable | Don't Know | Total | (n) |
| TOTAL | 4% | 18% | 21% | 56% | 2% | 101% | (805) | 4% | 18% | 18% | 59% | 2% | 101% | (805) |
| <u>Gender</u> | | | | | | | | | | | | | | |
| -- Male | 7 | 25 | 20 | 47 | 2 | 101 | (373) | 5 | 23 | 17 | 52 | 2 | 99 | (373) |
| -- Female | 2 | 12 | 21 | 63 | 2 | 100 | (432) | 2 | 14 | 18 | 64 | 1 | 99 | (432) |
| <u>Education</u> | | | | | | | | | | | | | | |
| -- High School or Less | 2 | 12 | 17 | 67 | 3 | 101 | (252) | 1 | 14 | 15 | 67 | 3 | 100 | (252) |
| -- Some College | 6 | 23 | 24 | 47 | 1 | 101 | (553) | 5 | 22 | 20 | 52 | 1 | 100 | (553) |
| <u>Age</u> | | | | | | | | | | | | | | |
| -- 18 to 29 | 6 | 30 | 24 | 40 | -- | 100 | (168) | 5 | 34 | 24 | 35 | 1 | 99 | (168) |
| -- 30 to 49 | 4 | 21 | 22 | 53 | 1 | 101 | (312) | 4 | 21 | 19 | 56 | 1 | 101 | (312) |
| -- 50 to 64 | 3 | 11 | 24 | 61 | -- | 99 | (173) | 3 | 9 | 19 | 69 | -- | 100 | (173) |
| -- 65 and older | 3 | 3 | 10 | 78 | 6 | 100 | (116) | 1 | 4 | 8 | 83 | 4 | 100 | (116) |
| <u>Income</u> | | | | | | | | | | | | | | |
| -- Under \$30,000 | 3 | 14 | 19 | 62 | 2 | 100 | (101) | 4 | 14 | 18 | 61 | 3 | 100 | (101) |
| -- \$30,000 - \$49,999 | 2 | 22 | 19 | 56 | -- | 99 | (124) | 3 | 23 | 14 | 60 | -- | 100 | (124) |
| -- \$50,000 - \$69,999 | 3 | 18 | 30 | 49 | -- | 100 | (91) | 5 | 21 | 18 | 57 | -- | 101 | (91) |
| -- \$70,000 or more | 6 | 27 | 23 | 43 | 2 | 101 | (240) | 4 | 23 | 25 | 45 | 2 | 99 | (240) |

TABLE 4-3d
New Jerseyans' Approval/ Disapproval Of Giving State [Q 22]
Government Ability To Acquire Personal/ Financial
Information On The Internet

| | <u>Approve</u> | <u>Disapprove</u> | <u>Don't Know</u> | <u>Total</u> | <u>(n)</u> |
|------------------------|----------------|-------------------|-------------------|--------------|--------------|
| TOTAL | 17% | 78% | 6% | 101% | (805) |
| <u>Gender</u> | | | | | |
| -- Male | 21 | 72 | 6 | 99 | (373) |
| -- Female | 12 | 83 | 5 | 100 | (432) |
| <u>Education</u> | | | | | |
| -- High School or Less | 12 | 80 | 8 | 100 | (252) |
| -- Some College | 20 | 77 | 3 | 100 | (553) |
| <u>Age</u> | | | | | |
| -- 18 to 29 | 28 | 69 | 3 | 100 | (168) |
| -- 30 to 49 | 17 | 79 | 4 | 100 | (312) |
| -- 50 to 64 | 13 | 79 | 8 | 100 | (173) |
| -- 65 and older | 6 | 85 | 9 | 100 | (116) |
| <u>Income</u> | | | | | |
| -- Under \$30,000 | 14 | 82 | 4 | 100 | (101) |
| -- \$30,000 - \$49,999 | 17 | 81 | 2 | 100 | (124) |
| -- \$50,000 - \$69,999 | 18 | 79 | 3 | 100 | (91) |
| -- \$70,000 or more | 21 | 74 | 5 | 100 | (240) |

TABLE 4-4

**Effect Of State Policy Guaranteeing Security Of Requested [Q 23b Q24b]
Information
Among Residents Who Disapprove Providing Personal/Financial
Information On The Internet**

| | Guaranteeing Security Of Personal Information (Q23b) | | | | | Guaranteeing Security Of Financial Information (Q23b) | | | | |
|------------------------|---|--|---------------------|---------------|--------------|--|--|---------------------|---------------|--------------|
| | More Comfortable 37% | Not Make More Comfortable 58% | Don't Know 5% | Total 100% | (n) (610) | More Comfortable 34% | Not Make More Comfortable 62% | Don't Know 4% | Total 100% | (n) (617) |
| TOTAL | | | | | | | | | | |
| <u>Gender</u> | | | | | | | | | | |
| -- Male | 33 | 60 | 7 | 100 | (246) | 30 | 64 | 6 | 100 | (263) |
| -- Female | 39 | 57 | 3 | 99 | (364) | 37 | 60 | 3 | 100 | (354) |
| <u>Education</u> | | | | | | | | | | |
| -- High School or Less | 33 | 58 | 8 | 99 | (214) | 31 | 62 | 7 | 100 | (210) |
| -- Some College | 40 | 58 | 2 | 100 | (396) | 36 | 62 | 1 | 99 | (407) |
| <u>Age</u> | | | | | | | | | | |
| -- 18 to 29 | 46 | 50 | 4 | 100 | (106) | 46 | 53 | 1 | 100 | (102) |
| -- 30 to 49 | 37 | 58 | 4 | 99 | (227) | 35 | 61 | 4 | 100 | (228) |
| -- 50 to 64 | 37 | 60 | 4 | 101 | (142) | 35 | 62 | 3 | 100 | (148) |
| -- 65 and older | 31 | 61 | 7 | 99 | (106) | 26 | 68 | 6 | 100 | (108) |
| <u>Income</u> | | | | | | | | | | |
| -- Under \$30,000 | 46 | 50 | 4 | 100 | (79) | 36 | 61 | 3 | 100 | (78) |
| -- \$30,000 - \$49,999 | 38 | 58 | 5 | 101 | (92) | 31 | 66 | 3 | 100 | (91) |
| -- \$50,000 - \$69,999 | 47 | 52 | 1 | 100 | (68) | 44 | 55 | 1 | 100 | (68) |
| -- \$70,000 or more | 38 | 60 | 2 | 100 | (159) | 42 | 55 | 3 | 100 | (171) |

TABLE 4-5

New Jerseyans' Concern About State Government Sharing Information [Q 25]

| | <u>Very Concerned</u> | <u>Somewhat Concerned</u> | <u>Not Very Concerned</u> | <u>Not at all Concerned</u> | <u>Don't Know</u> | <u>Total</u> | <u>(n)</u> |
|--|---------------------------|-------------------------------|-------------------------------|---------------------------------|-----------------------|--------------|------------|
| Sharing among different groups in one state agency | 38% | 26% | 14% | 18% | 4% | 100% | (805) |
| Sharing among different agencies | 41 | 26 | 12 | 16 | 5 | 100 | (805) |
| Sharing among different levels of government | 40 | 29 | 11 | 16 | 4 | 100 | (805) |

TABLE 4-6

New Jerseyans' Overall Evaluation Of The Internet – Good Thing vs. Bad Thing [Q 26]

| | <u>Good Thing</u> | <u>Bad Thing</u> | <u>Don't Know</u> | <u>Total</u> | <u>(n)</u> |
|------------------------|-------------------|------------------|-------------------|--------------|--------------|
| TOTAL | 48% | 40% | 12% | 100% | (805) |
| <u>Gender</u> | | | | | |
| -- Male | 54 | 33 | 13 | 100 | (373) |
| -- Female | 42 | 46 | 12 | 100 | (432) |
| <u>Education</u> | | | | | |
| -- High School or Less | 33 | 49 | 18 | 100 | (252) |
| -- Some College | 60 | 32 | 8 | 100 | (553) |
| <u>Age</u> | | | | | |
| -- 18 to 29 | 61 | 33 | 6 | 100 | (168) |
| -- 30 to 49 | 54 | 34 | 12 | 100 | (312) |
| -- 50 to 64 | 40 | 47 | 12 | 99 | (173) |
| -- 65 and older | 24 | 56 | 20 | 100 | (116) |
| <u>Income</u> | | | | | |
| -- Under \$30,000 | 38 | 51 | 11 | 100 | (101) |
| -- \$30,000 - \$49,999 | 51 | 40 | 9 | 100 | (124) |
| -- \$50,000 - \$69,999 | 58 | 34 | 8 | 100 | (91) |
| -- \$70,000 or more | 61 | 30 | 9 | 100 | (240) |

APPENDIX A

SURVEY METHODOLOGY

I. INTRODUCTION

The Profile of New Jerseyans' Internet Use was developed by the Eagleton Institute's Center for Public Interest Polling in consultation with representatives from Rutgers University Center for Government Services. The main objective of the survey is to provide information on New Jerseyans' current use of and preferences for future use of the Internet with specific emphasis on access to state government services.

II. QUESTIONNAIRE DEVELOPMENT

The initial topics for the study were submitted by the Center for Government Services and refined by the Eagleton research staff. The draft questionnaire was pre-tested with a random group of New Jersey residents and modifications were made to the survey instrument in order to increase the understandability and flow of the questions asked.

Besides the substantive series of questions, some basic demographic information was obtained from all study participants in order to provide more detailed analysis of the data.

The final version of the questionnaire was programmed into a CATI (Computer Assisted Telephone Interview) system. The CATI system enables the interviewer to accurately skip over certain questions which may be irrelevant to particular study participants.

III. SAMPLE DESIGN

A random proportional probability sample was used to select the 805 New Jersey residents 18 years of age and older who were contacted to participate in this study. The sample was designed to make sure that each of six regions (defined by area code) and population gender were proportionately. The three digit exchange was used to match telephone numbers and geographic areas. The remaining four digits were randomly selected. This procedure insures that those with unlisted or new telephone numbers are included in the sample. Each working phone number was called a minimum of three times, at different times of the week, in an effort to reach people who were infrequently at home.

IV. WEIGHTING

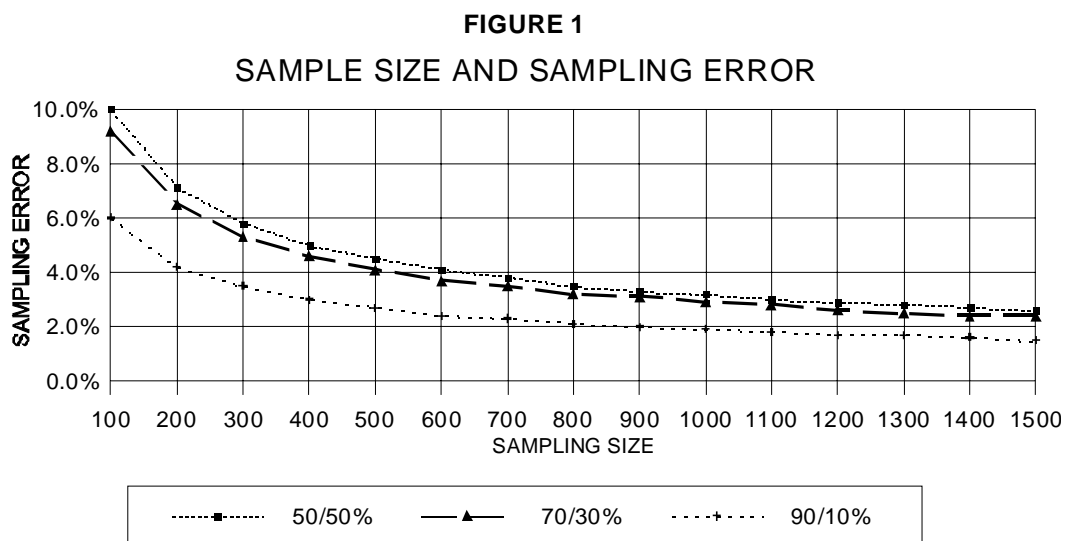
While those interviewed in a survey ideally will have the same characteristics as the population they represent, samples frequently may under-represent groups that are more difficult to interview, such as the elderly or those with less than a high school education. To correct this imbalance, a statistical technique known as "weighting" is used. The weighting procedure compares New Jersey population figures for age and education based on census data with those of the sample.

When there is significant difference between these two figures, the sample is weighted so it more accurately reflects the population of the state. For example, if census figures show 39 percent of New Jerseyans, 18 years and older, to have a high school education, and the sample consists of 32 percent with a high school education, each respondent in this category would be counted as 1.21 persons to adjust for this difference.

V. SAMPLING ERROR

The percentages obtained in a sample survey are estimates of what the distribution of responses would be if the entire population had been surveyed. "Sampling error" is a statistical term which describes the probable difference between interviewing everyone in a given population and a sample drawn from that population.

For example, percentages for the total sample of 805 have a sampling error of ± 3.5 percent



at a 95 percent confidence level with 50/50 proportions. Thus, if 47 percent of those in a sample of 805 are found to agree with a particular statement, the percentage of agreement within the population from which the sample was drawn would be between 43.5 and 50.5 percent ($47 \pm 3.5\%$) 95 times out of 100.

Sampling error increases as the sample size is reduced. For, example, if statements are made based on a sub-group of 400 persons, the sampling error is ± 5 percent. This fact must be kept in mind when comparing the responses of different groups within a sample (e.g. men

compared with women). Figure 1 in this appendix shows the relationship between sample (or group) size and sampling error.

Readers should note that sampling error does not take into account other possible sources of error inherent in any study of public opinion.

VI. DATA COLLECTION

The study involved CATI interviews with a random probability sample of 805 New Jersey residents 18 years of age and older. The CATI interviews were conducted by telephone between August 22 and 29, 2000 by experienced professional interviewers who were trained and monitored by the Eagleton research staff.

VII. DATA PROCESSING AND ANALYSIS

The CATI system generates a computer readable data file which reduces the amount of error inherent in the coding and entry of data recorded on paper questionnaires. An SPSS (Statistical Package for the Social Sciences) computer file was developed to process the CATI information. The SPSS system enabled the Eagleton research staff to integrate the survey data so that it could be presented in aggregate form.

VIII. REGIONAL CLASSIFICATIONS

Region is classified according to county boundaries:

North -- Bergen, Essex, Hudson, Morris, Passaic, Sussex, Union, and Warren

Central -- Hunterdon, Mercer, Middlesex, Monmouth, and Somerset

South -- Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, Ocean, and Salem

Type of Community: All municipalities in the state have been classified into one of five groups or "types," based on location, settlement patterns, population density and growth.

Major Urban Centers -- New Jersey's largest cities: Newark, Jersey City, Paterson,

Elizabeth, Trenton, and Camden.

Urban Centers & Surrounding Areas -- This category is generally based on the cities of the state over 25,000, but also includes densely populated suburbs of urban areas which also have similar socio-economic characteristics. For example, all of Hudson county (outside of Jersey City), and much of Union, eastern Essex and southern Bergen counties are included in this category.

Older Towns & Suburbs -- This category includes two types of municipalities: urban suburbs which are not as densely populated and/or have significantly higher socio-economic characteristics than the nearby urban center; and densely populated towns which are not near urban centers, and have not experienced major development in the past decade.

New Suburbs -- These are primarily suburban areas which are "outside central city" proportions of the Census Bureau's Standard Metropolitan Statistical Areas and have continued to experience growth in the past 20 years. These municipalities are usually within a short distance of urban centers.

Rural -- This includes municipalities not in any of the categories above. These are small communities with scattered populations and somewhat denser small towns which are surrounded by rural areas.

